

# **Millennials: Who are They? Implications on Regional Planning**



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Frank Wen, Manager of Research and Analysis

Community, Economic & Human Development (CEHD) Committee  
October 2, 2014

# Millennials?

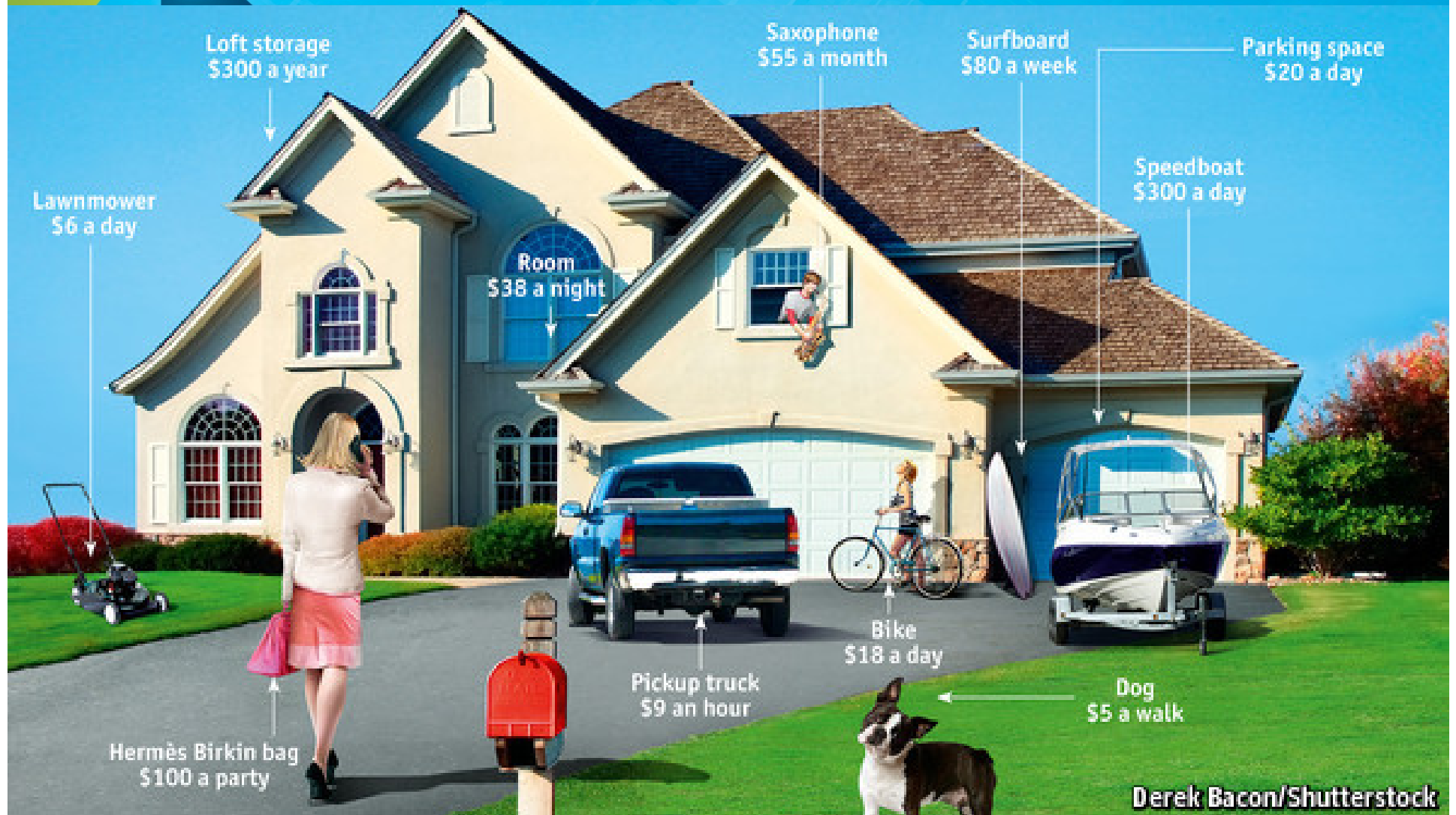


# Millennials?



# New Demographics/Economy?

The rise of the sharing economy –  
On internet, everything is for hire





# Millennials?

- Rapid adoption of new communication technologies
- Rapidly adapting to the “shared” economy
- Less interested in car and homeownership
- Travel fewer miles and make fewer trips
- Favor towards low-travel urban lifestyles with emphasis on walking, cycling, ride-sharing and transit



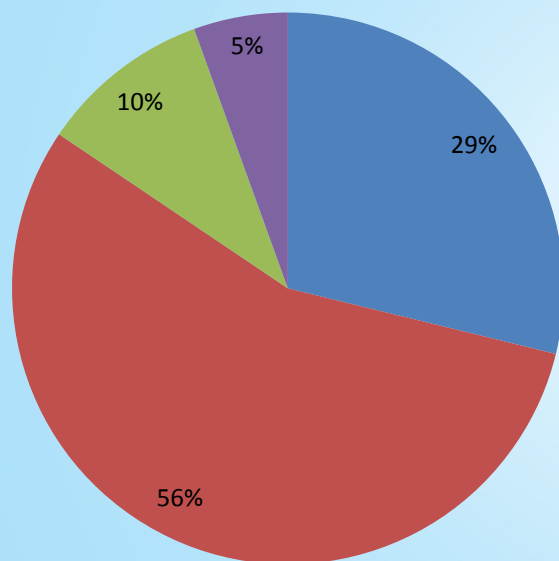
# Baby Boomers and Millennials in the United States, 2010

	Baby Boomers	Millennials (1)	Millennials (2)	Millennials (3)
Birth Year	1946-1964	1981-2000	1976-1994	1981-1994
Range of Age	46-64	10-29	16-34	16-29
Population Size	81,500,000	85,400,000	80,400,000	60,400,000
Share of Total Population	26%	28%	26%	20%

Source: Census 2010

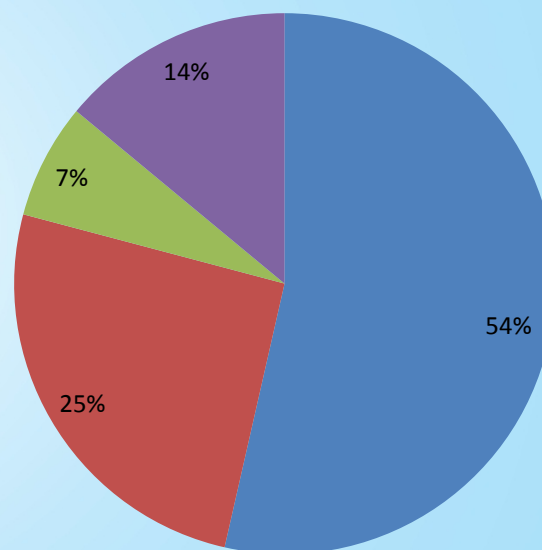
# Racial/Ethnic Distribution in the SCAG Region: Baby Boomers vs. Millennials

**1980: Age 16-24**



■ Hispanic ■ NH White ■ NH Black ■ NH Asian and Others

**2010: Age 16-24**

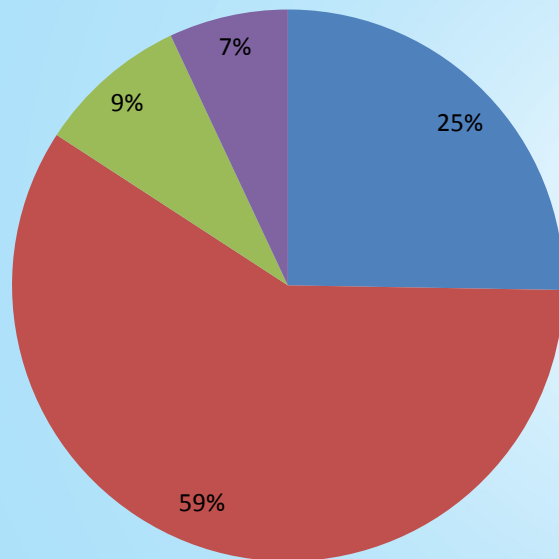


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Source: Census 1980, ACS 2008-2012 5 year

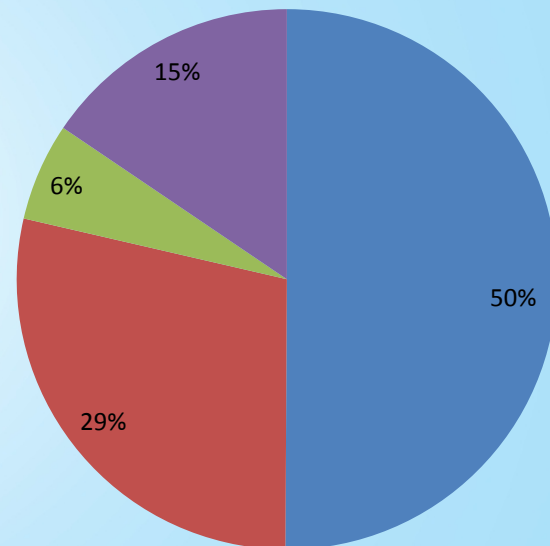
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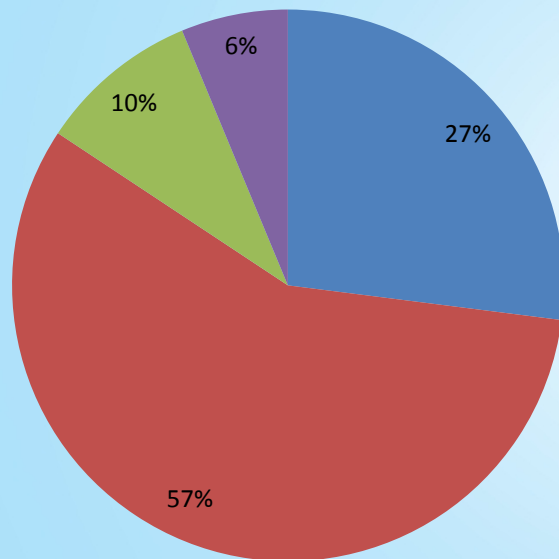
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Source: Census 1980, ACS 2008-2012 5 year



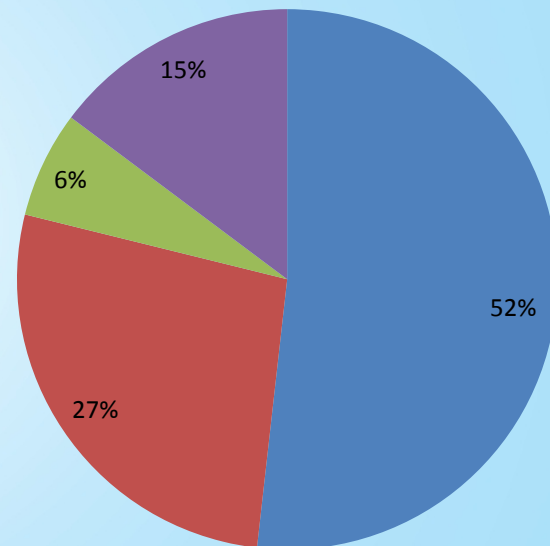
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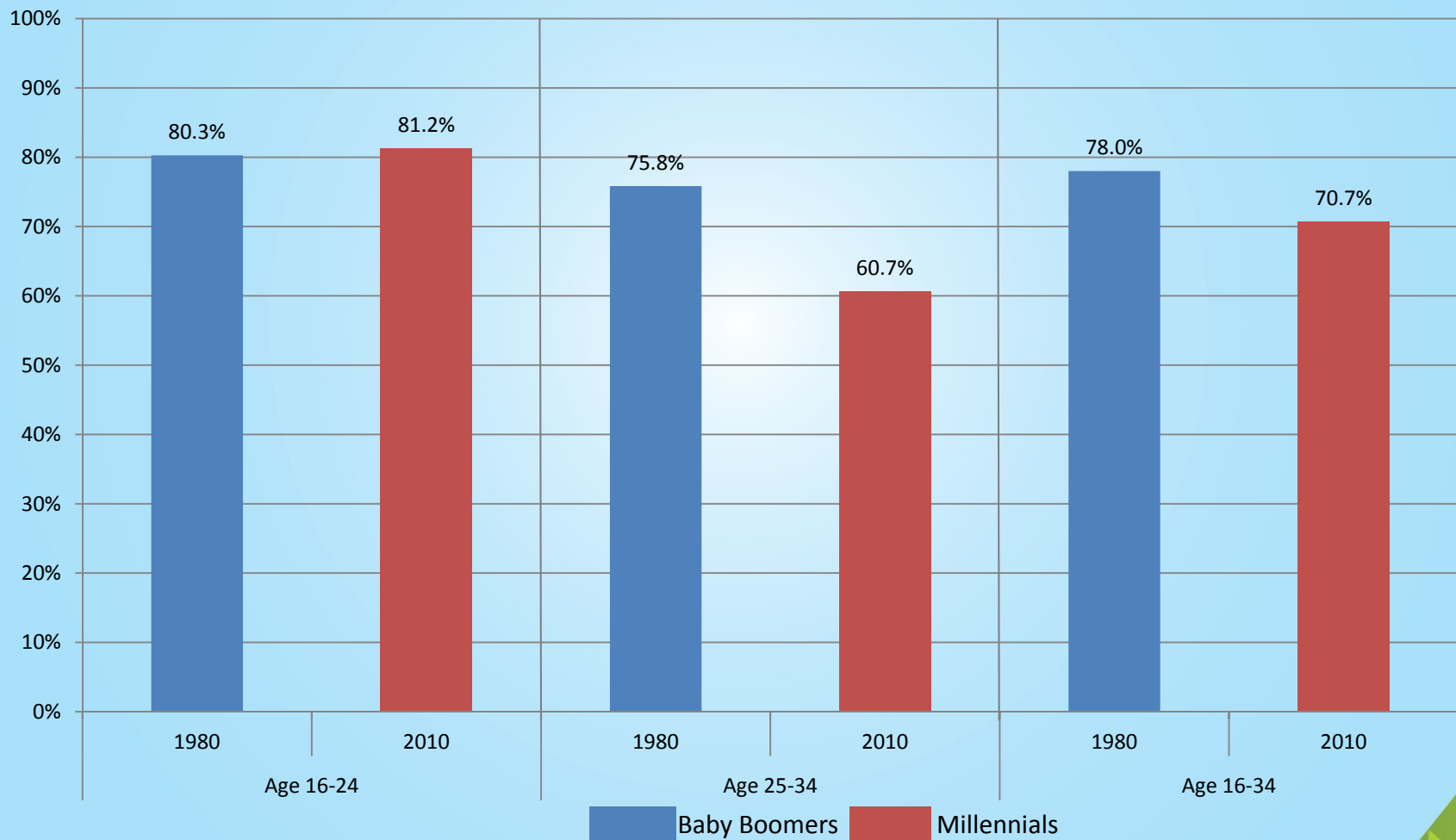
**2010: Age 16-34**



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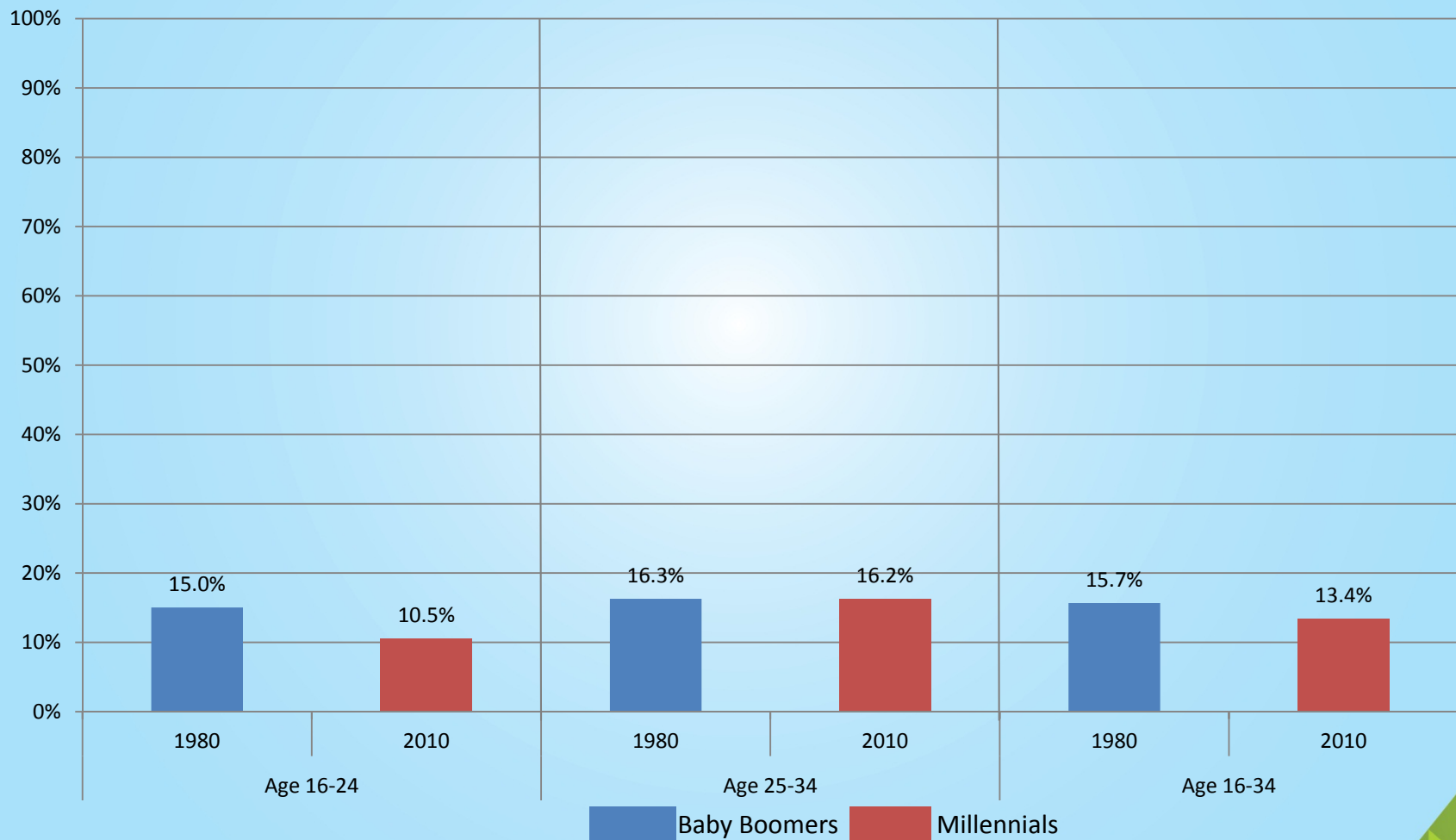
Source: Census 1980, ACS 2008-2012 5 year

# % Native Born in the SCAG Region: Baby Boomers vs. Millennials



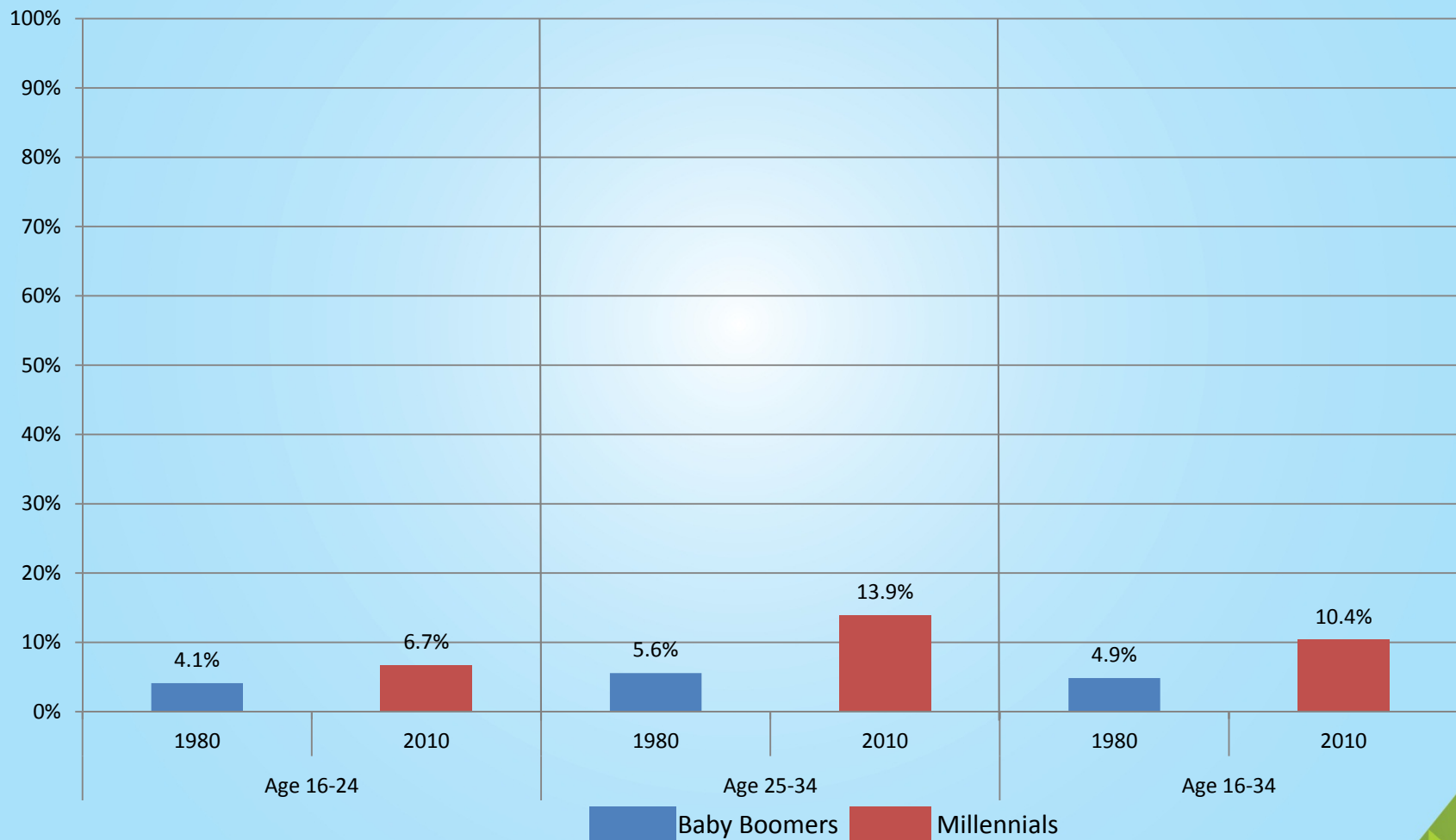
Source: Census 1980, ACS 2008-2012 5 year

# % Recent Immigrants\* in the SCAG Region: Baby Boomers vs. Millennials



Note: \*0-10 years of Duration of Immigration  
Source: Census 1980, ACS 2008-2012 5 year

# % Long Term Immigrants in the SCAG Region : Baby Boomers vs. Millennials

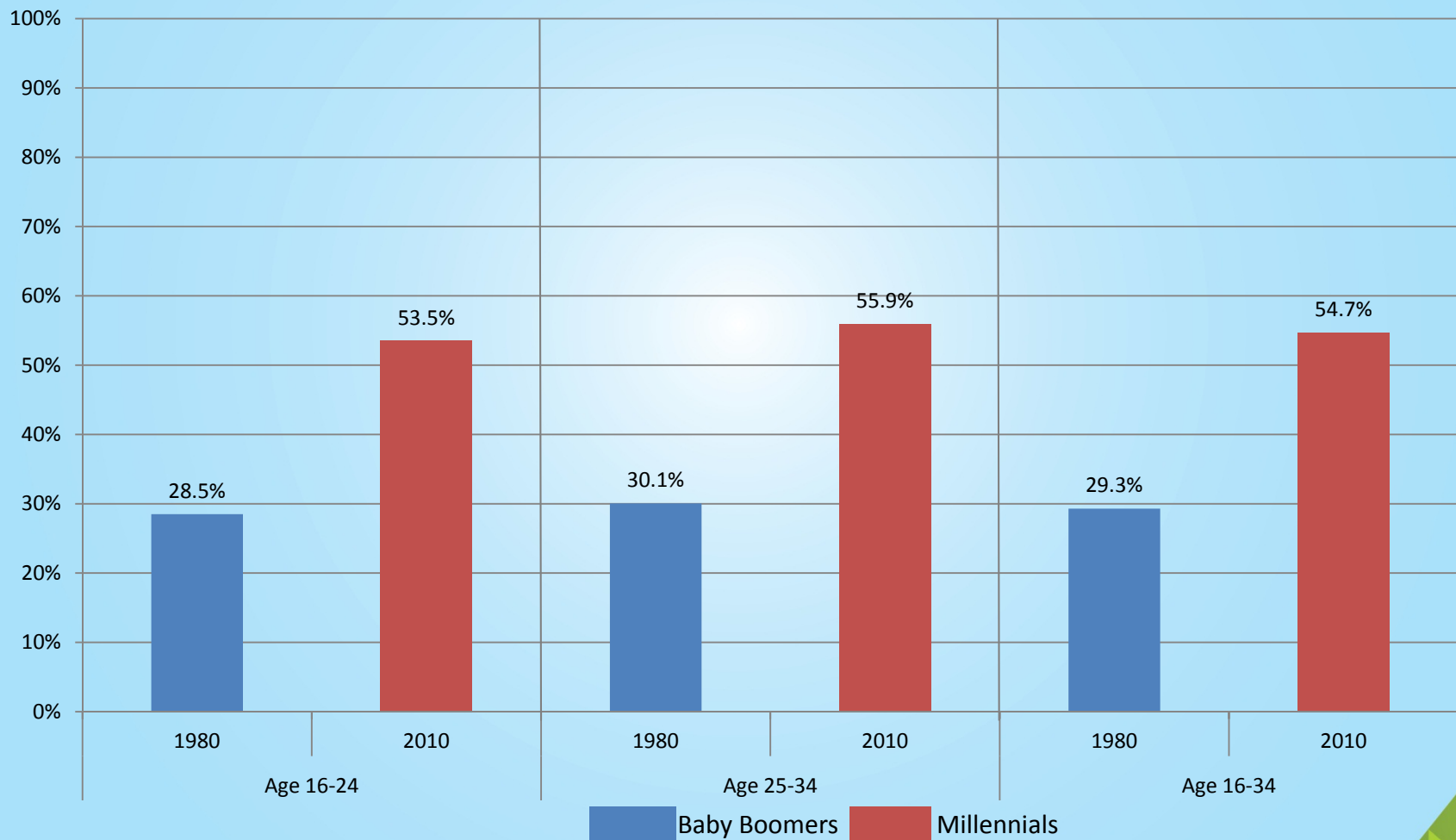


Note: \* 11+ years of Duration of Immigration

Source: Census 1980, ACS 2008-2012 5 year

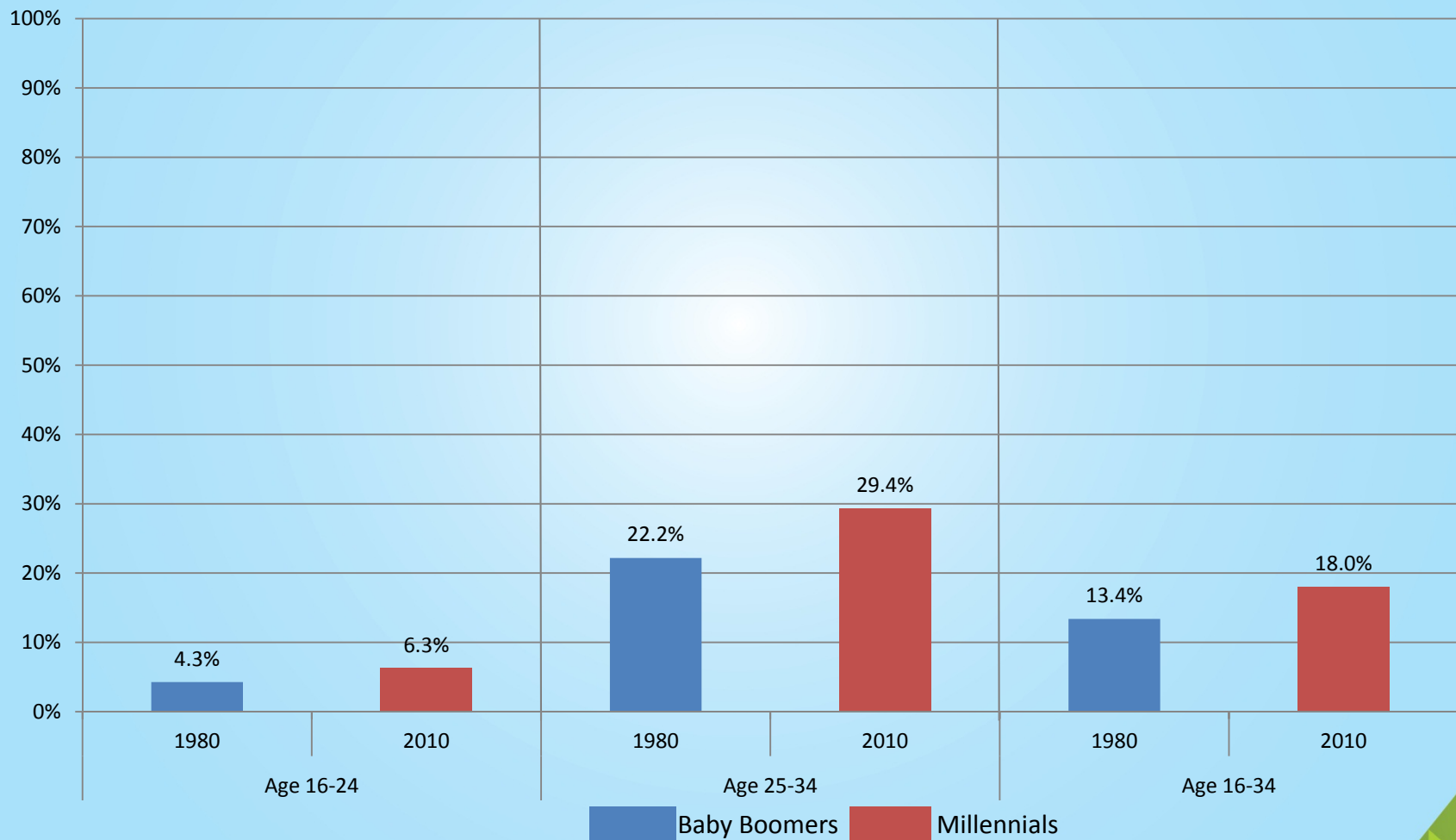


# % Persons Speaking Other Languages at Home in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

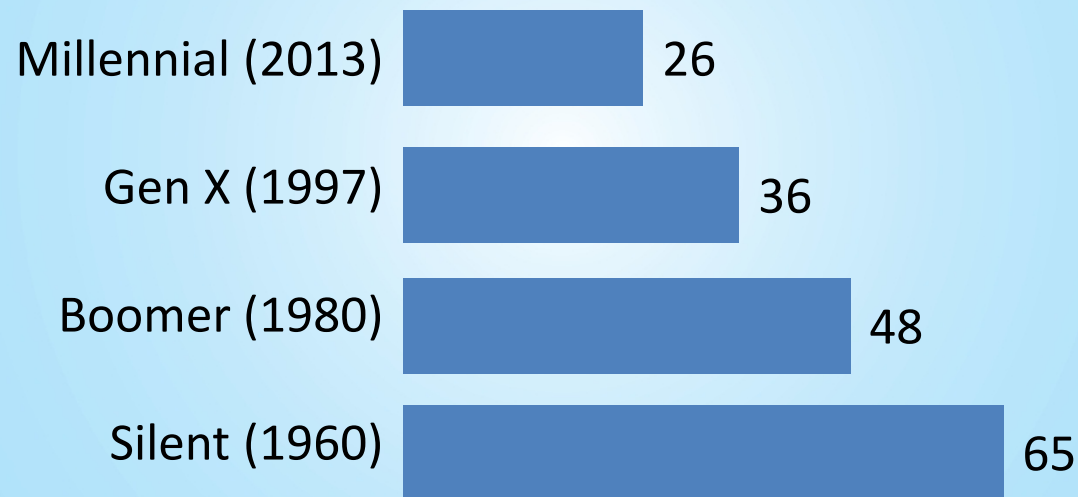
# % Persons of Bachelor's Degree or Higher in the SCAG Region: Baby Boomers. vs Millennials



Source: Census 1980, ACS 2008-2012 5 year

# Decline in Marriage Among the Young

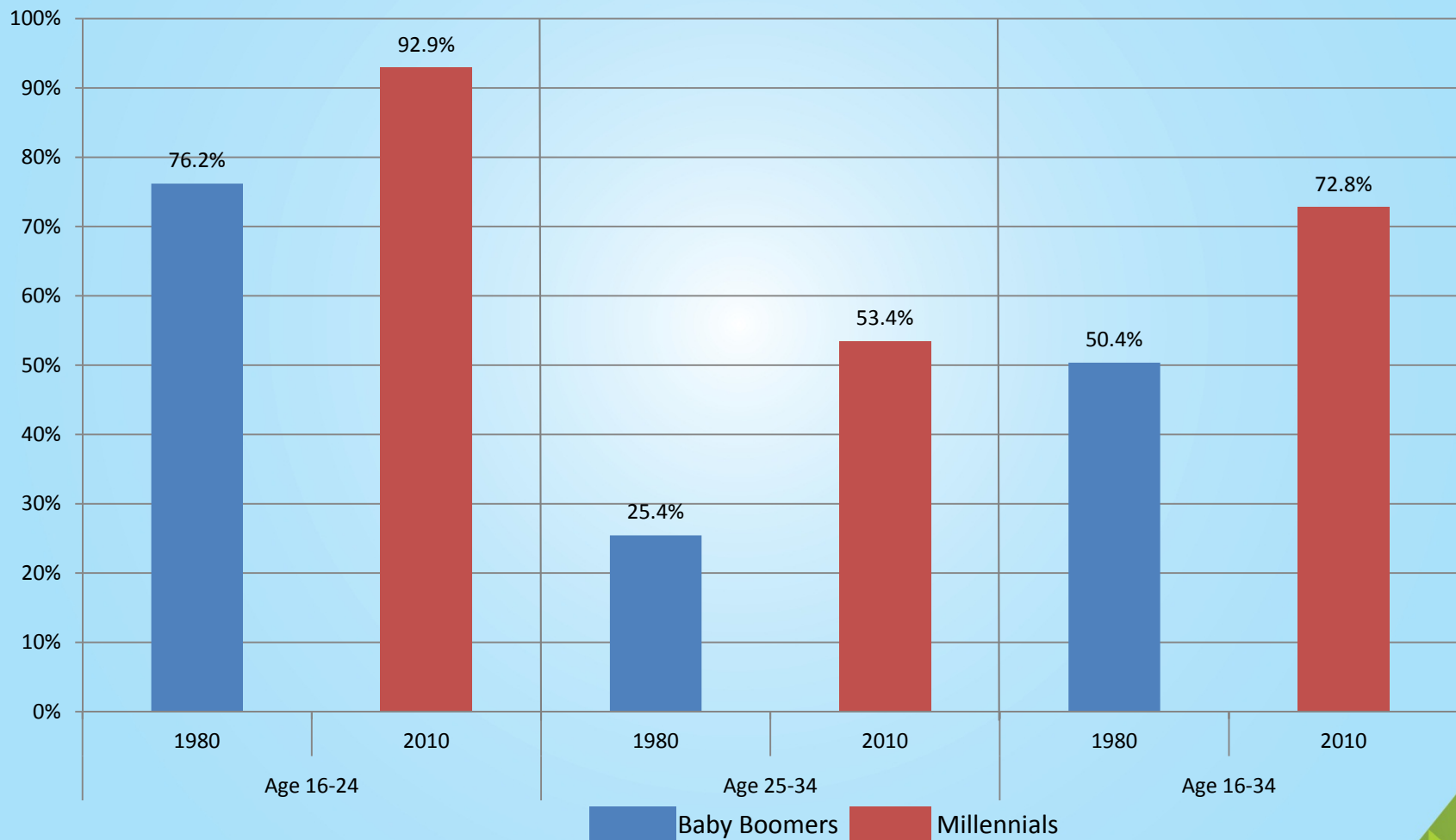
*% married at age 18 to 32, by generation*



Source: Data from 1980, 1997 and 2013 are from the March Current Population Survey; 1960 data are from the 1960 Census

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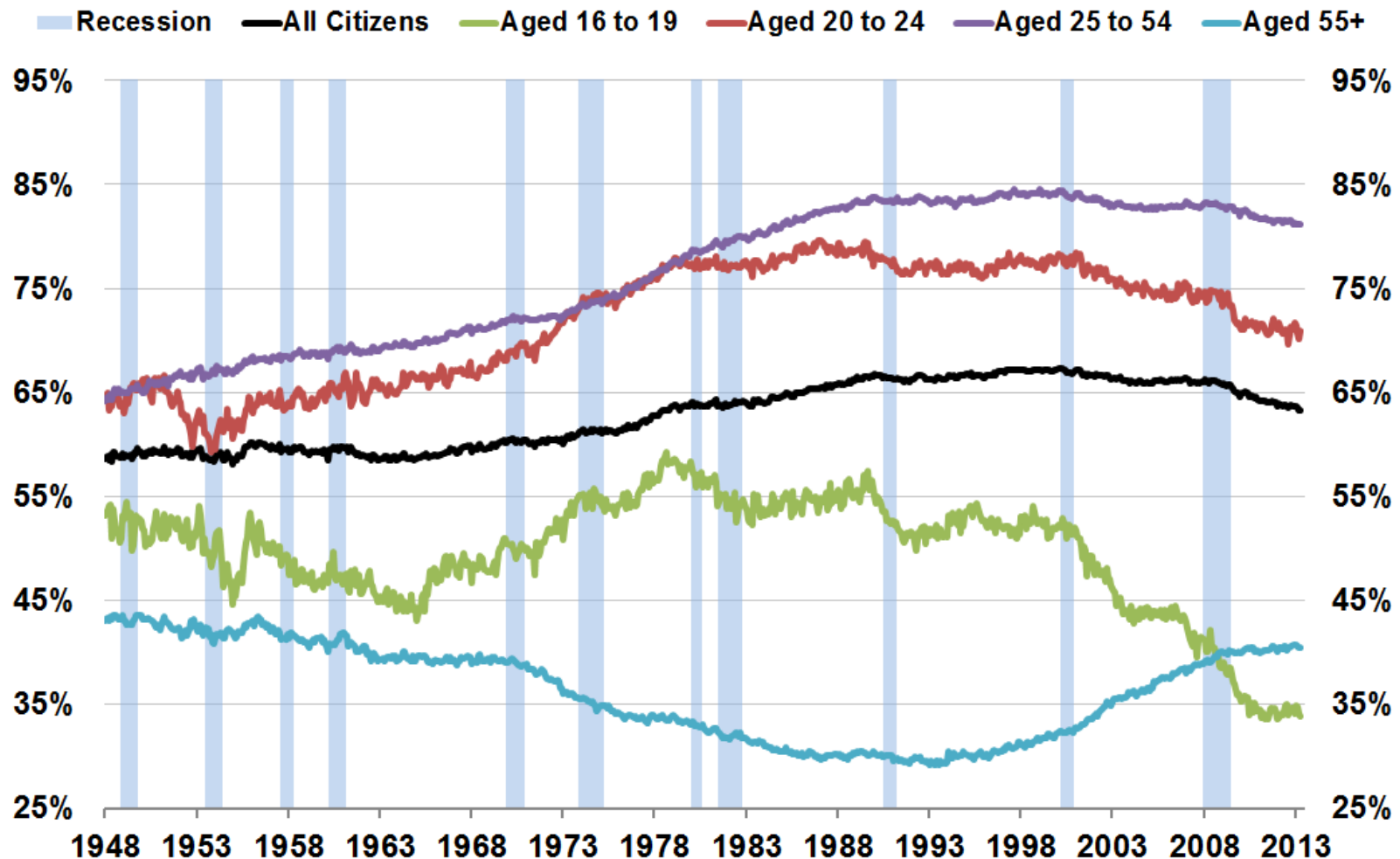
# % Single (Not Married) in the SCAG Region: Baby Boomers vs. Millennials



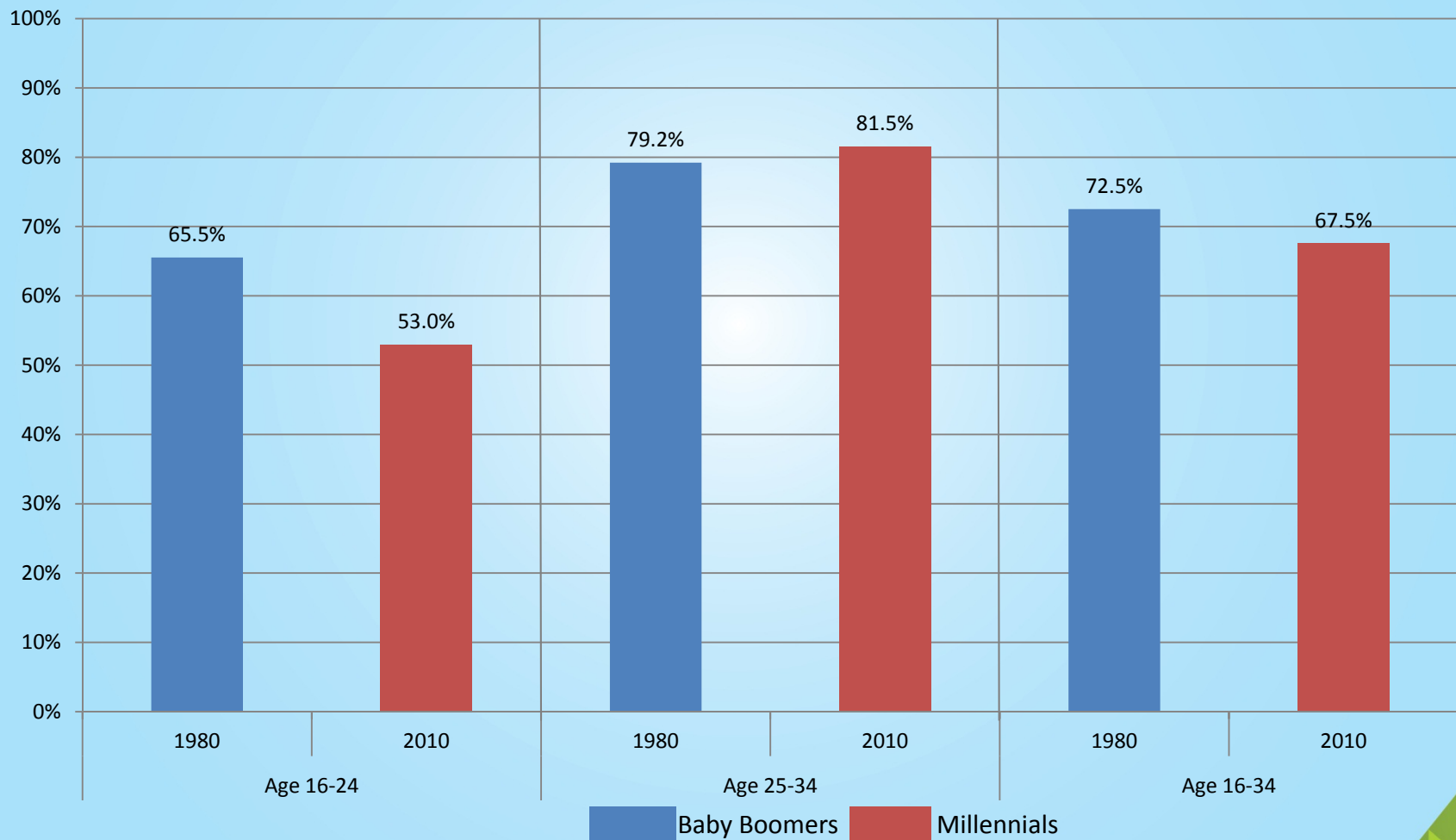
Source: Census 1980, ACS 2008-2012 5 year



# Labor Force Participation Rates in the United States, 1948-2013

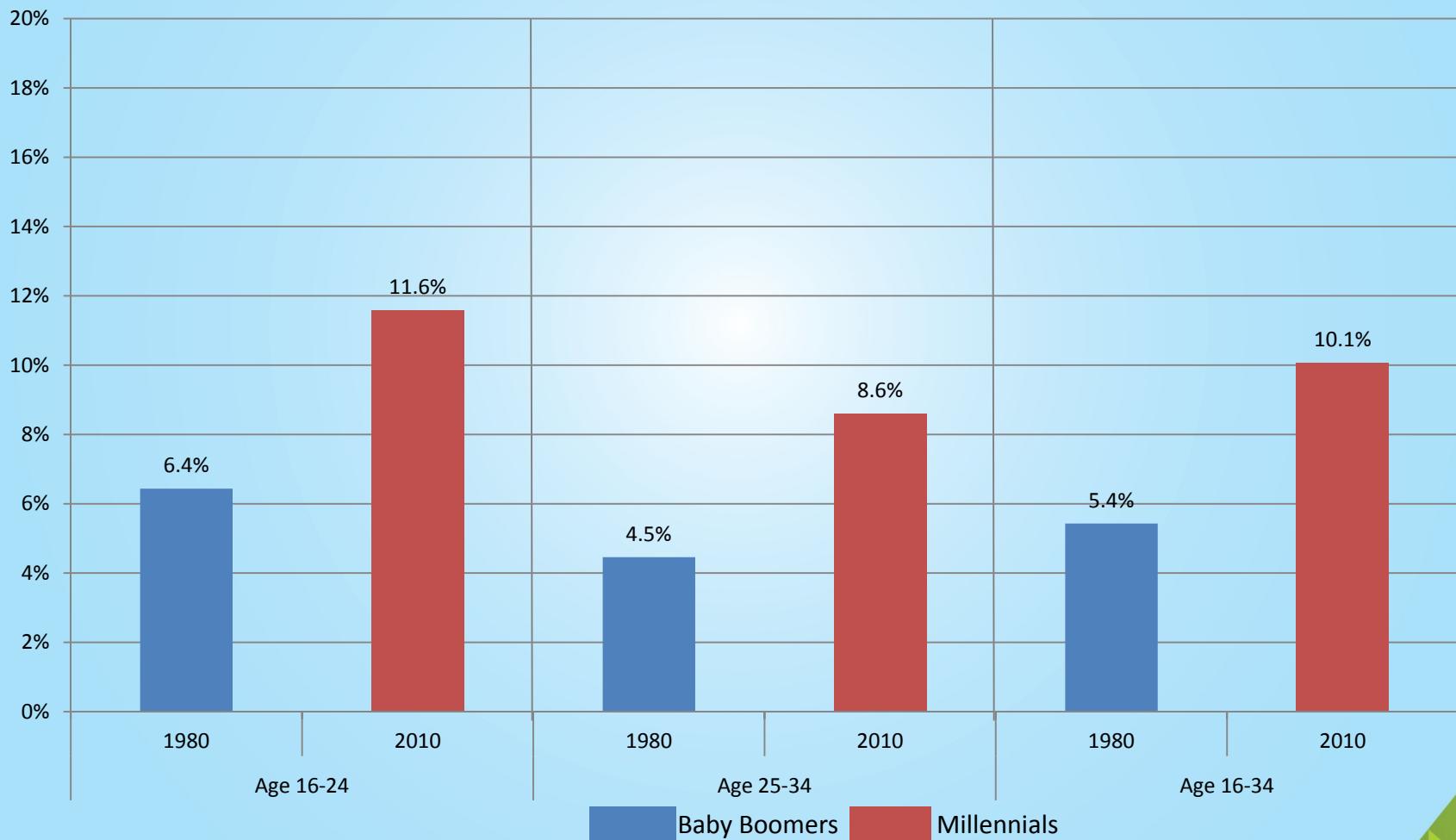


# Labor Force Participation Rates in the SCAG Region: Baby Boomers vs. Millennials



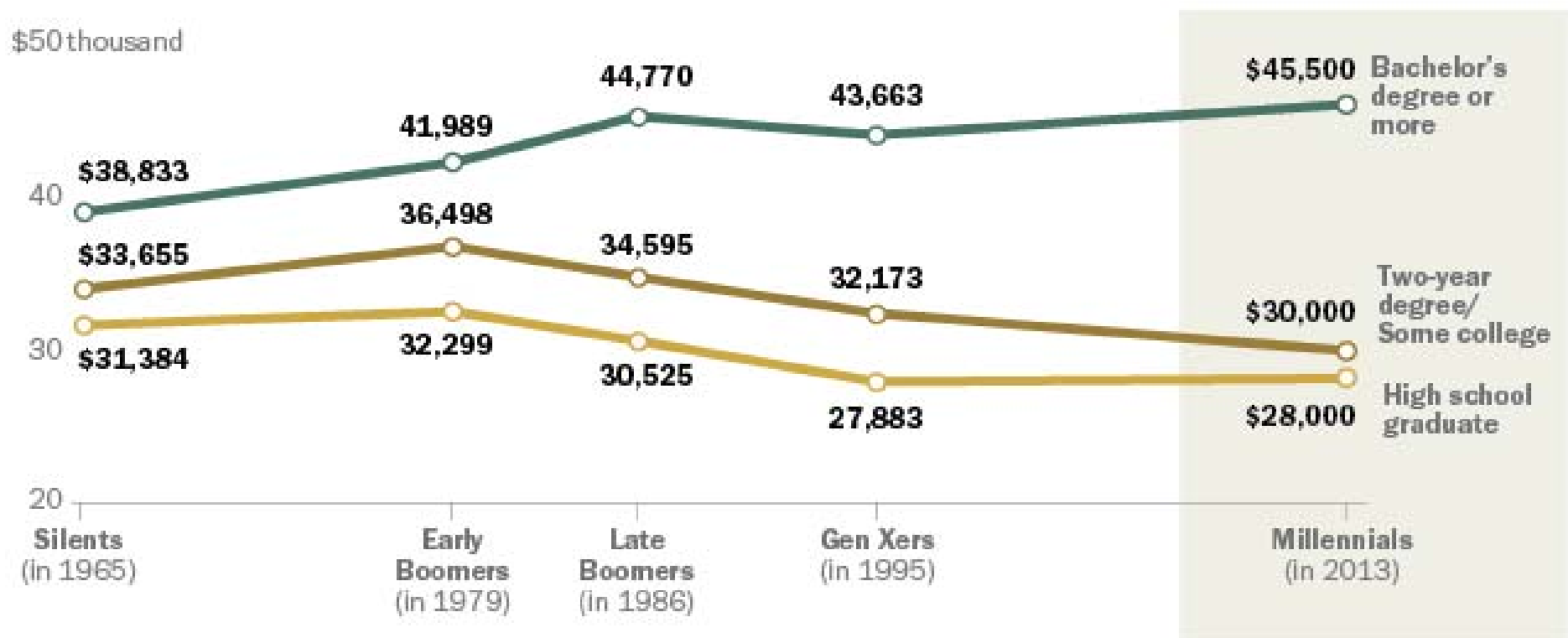
Source: Census 1980, ACS 2008-2012 5 year

# Unemployment Rates in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

# Median Annual Earnings among Full-Time Workers Ages 25 to 32, in 2012 Dollars: Baby Boomers vs. Millennials



Source: Pew Research Center tabulations of the 2013, 1995, 1986, 1979 and 1965 March Current Population Survey (CPS) IPUMS



# Median Adjusted Monthly Household Income of Households Headed by 25-to 34-Year-Olds, in 2012 Dollars: Baby Boomers vs. Millennials

## Median Adjusted Monthly Household Income of Households Headed by 25- to 34-Year-Olds

*In 2012 dollars*



Note: Income standardized to a household size of three.

Source: Pew Research Center tabulations of the 1984, 1996 and 2009 Survey of Income and Program Participation (SIPP) Education and Training History topical module.

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# Average Income from All Sources in the SCAG Region: Baby Boomers vs. Millennials



Note: Income is standardized to 2012 dollars.  
Source: Census 1980, ACS 2008-2012 5 year

# Poverty Rates in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

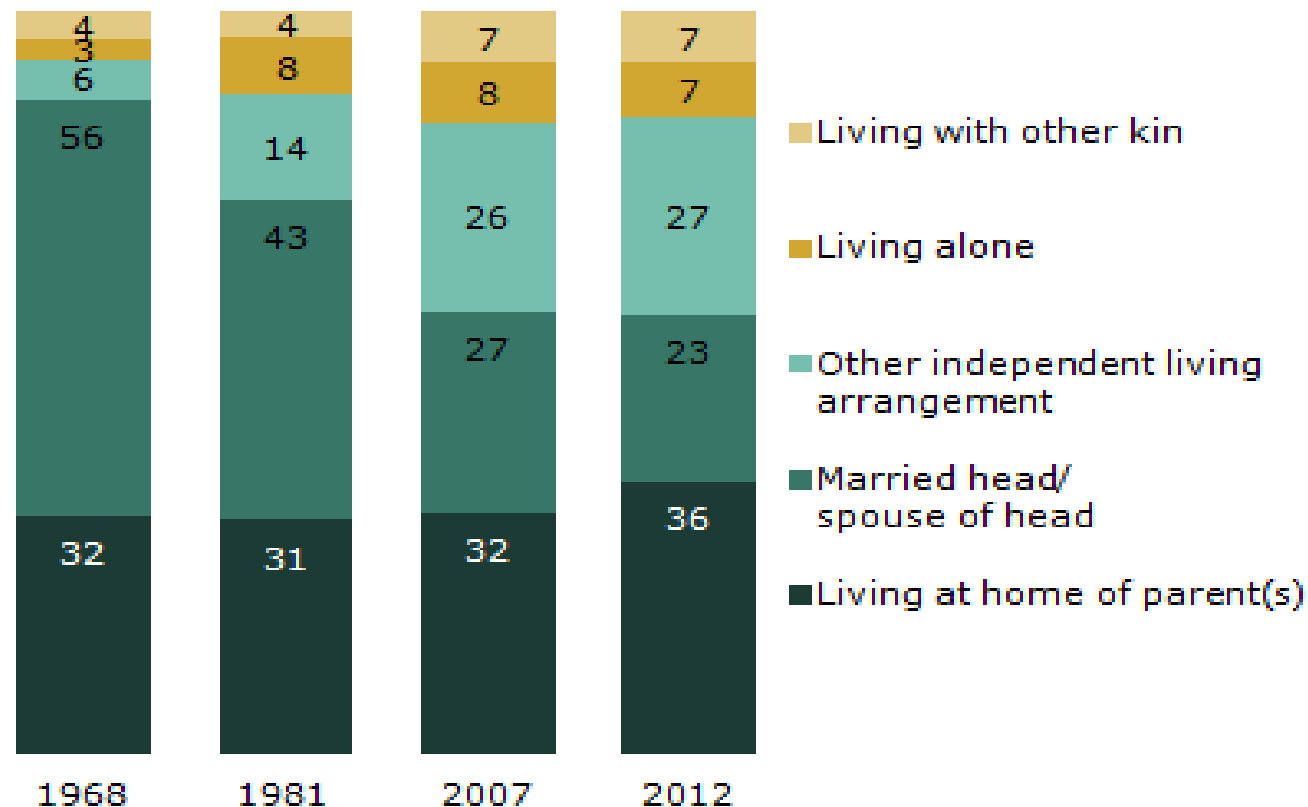
# Living with Parents and Lower Household Formation





## Living Arrangements of Young Adults, 1968-2012

*% of adults ages 18 to 31 in each arrangement*

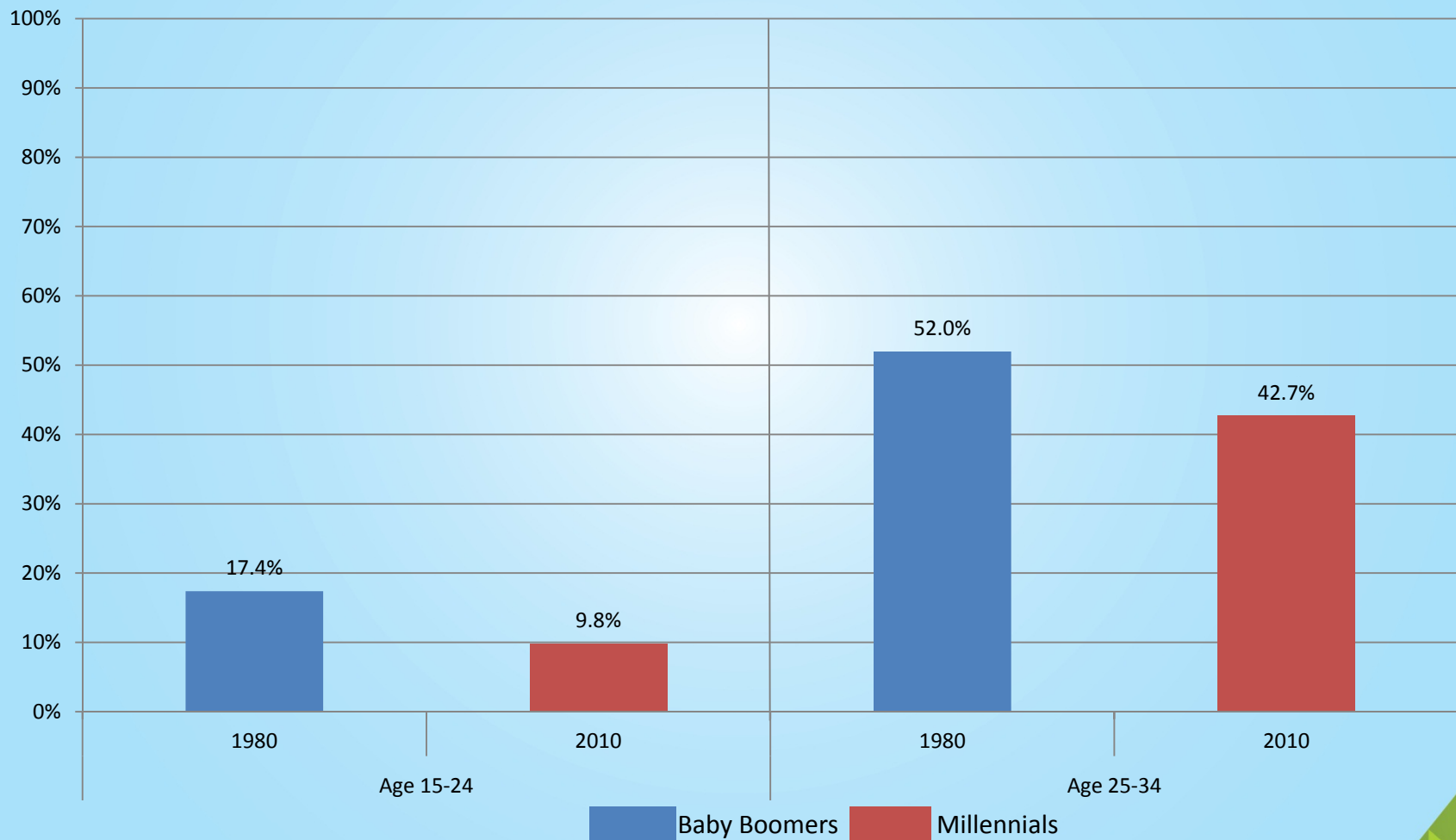


Notes: "Living at home of parent(s)" refers to an adult who is the child or stepchild of the head of the household, regardless of the adult's marital or cohabitation status. "Other independent living arrangement" includes adults living with unmarried partners or roommates or as a boarder (but who are not the child or stepchild of the head of the household). "Living with other kin" refers to adults who are the sibling, grandchild or other relative of the head of the household. Percentages may not total 100% due to rounding.

Source: Pew Research Center tabulations of March Current Population Survey (CPS) Integrated Public Use Micro Samples

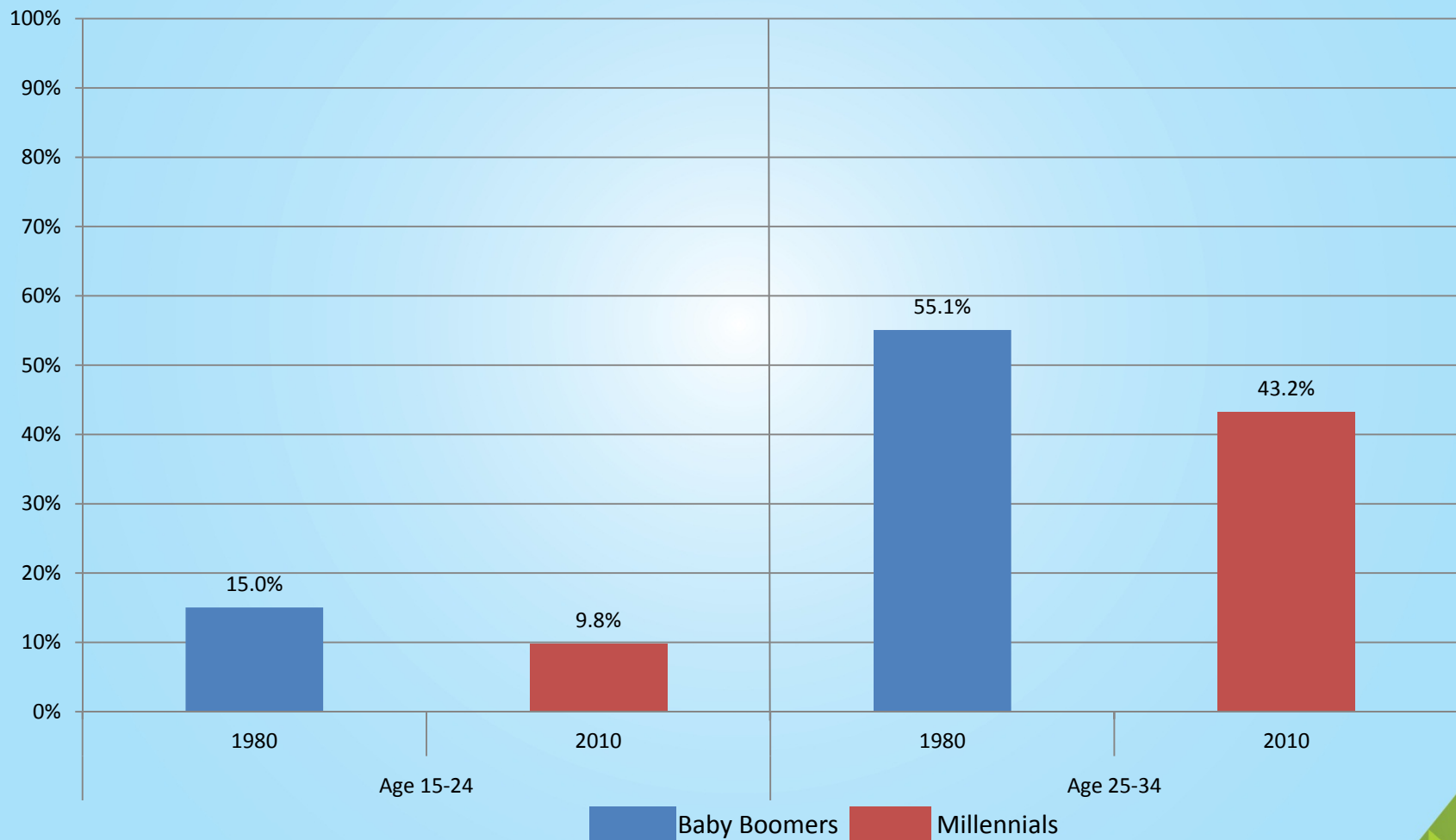
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# NH White Headship Rates in the SCAG Region: Baby Boomers vs. Millennials



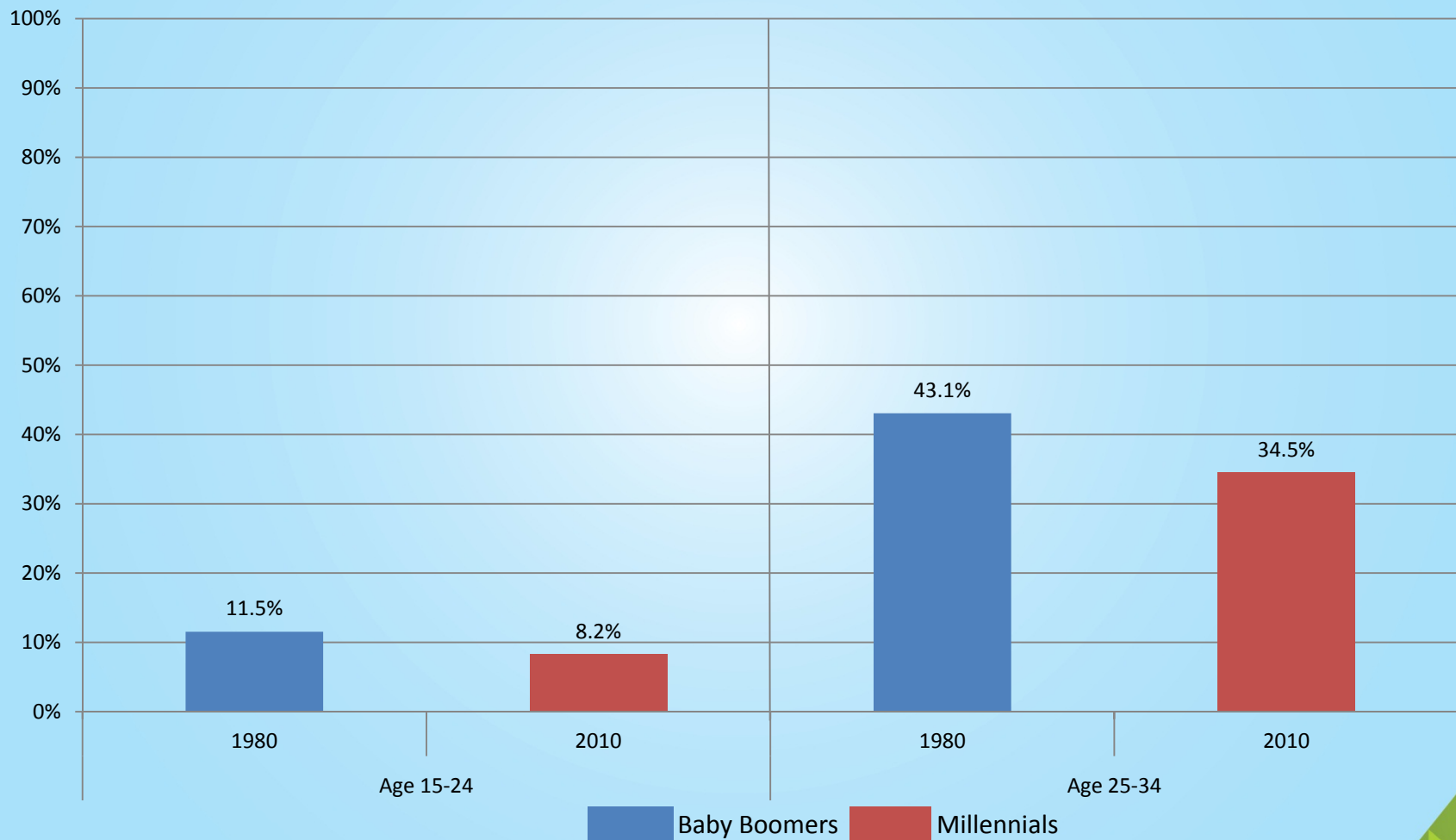
Source: Census 1980 and 2010

# NH Black Headship Rates in the SCAG Region: Baby Boomers vs. Millennials



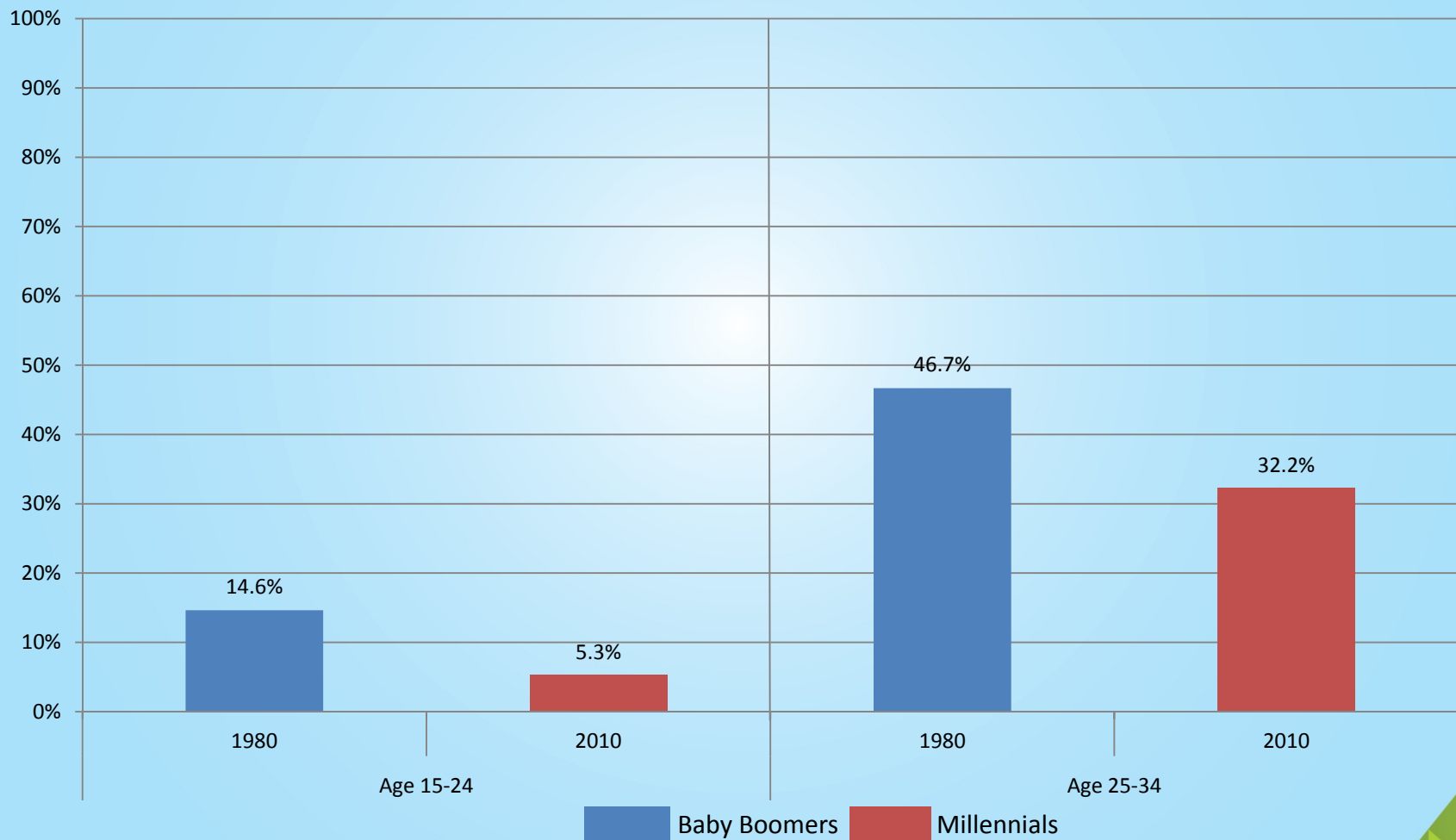
Source: Census 1980 and 2010

# NH Asian & Others Headship Rates in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980 and 2010

# Hispanic Headship Rates in the SCAG Region: Baby Boomers vs. Millennials

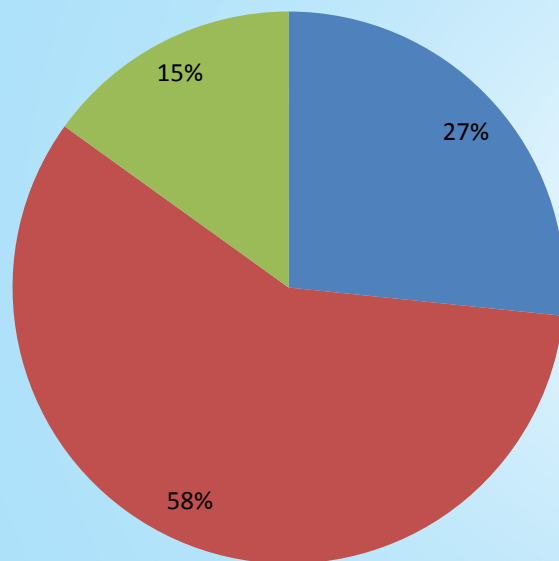


Source: Census 1980, ACS 2008-2012 5 year



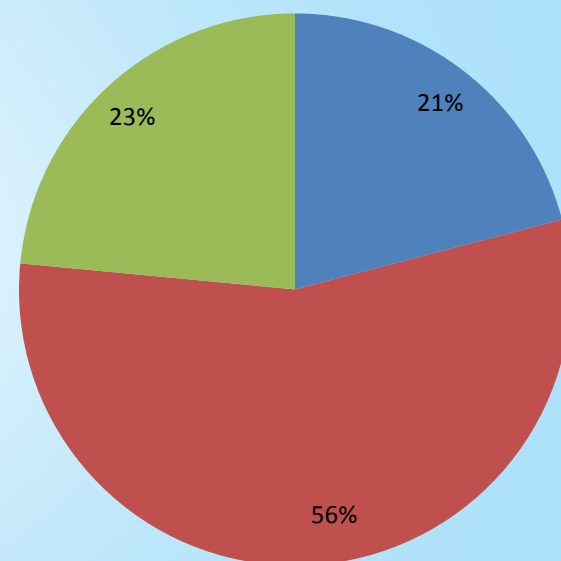
# Household Size in the SCAG Region: Baby Boomers vs. Millennials

**1980: Age 16-24**



■ 1 person ■ 2-3 persons ■ 4+ persons

**2010: Age 16-24**

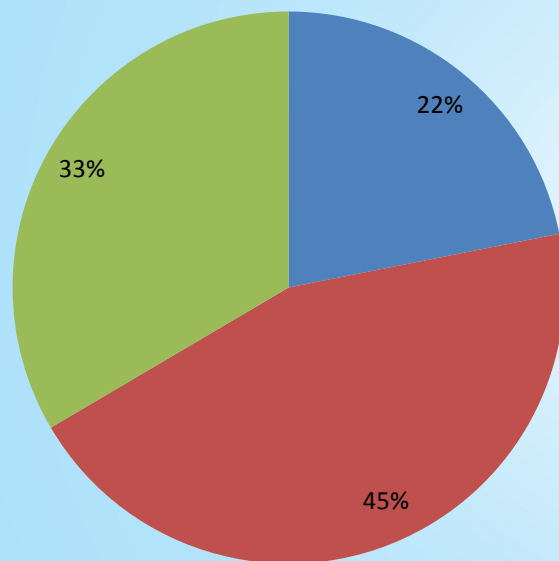


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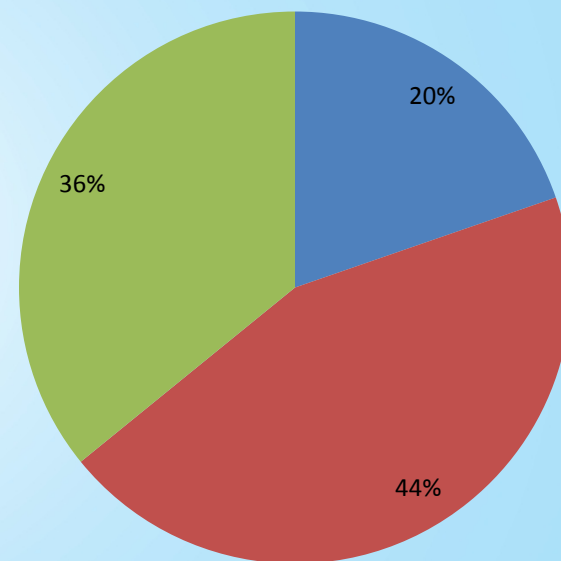
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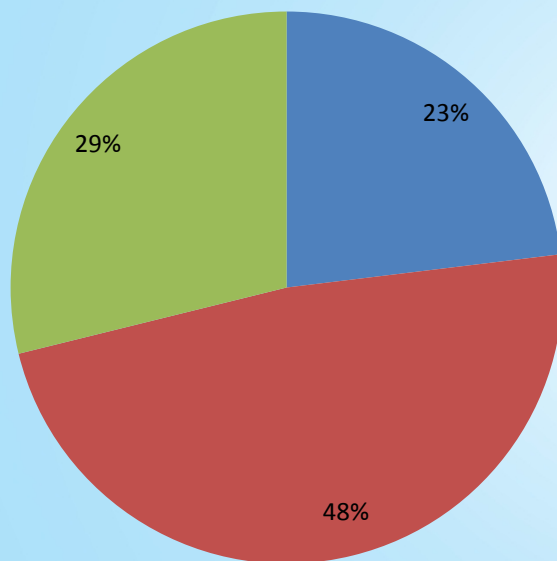


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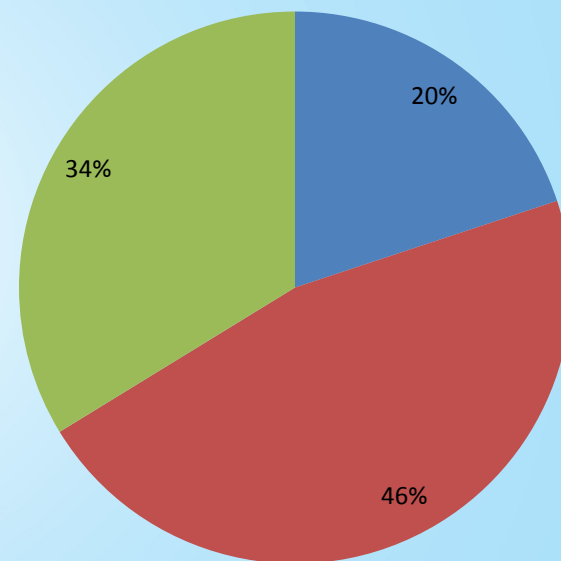
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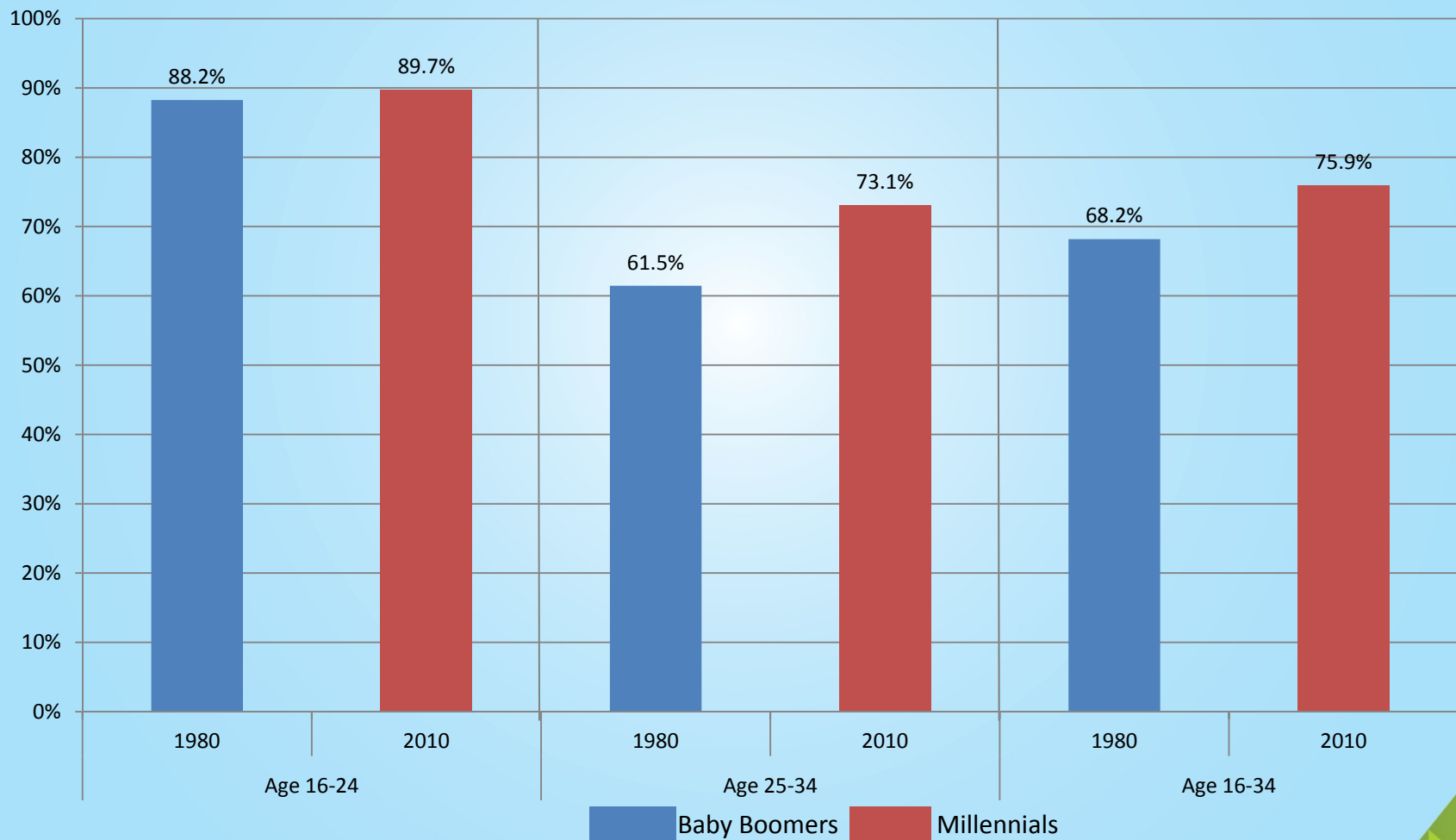
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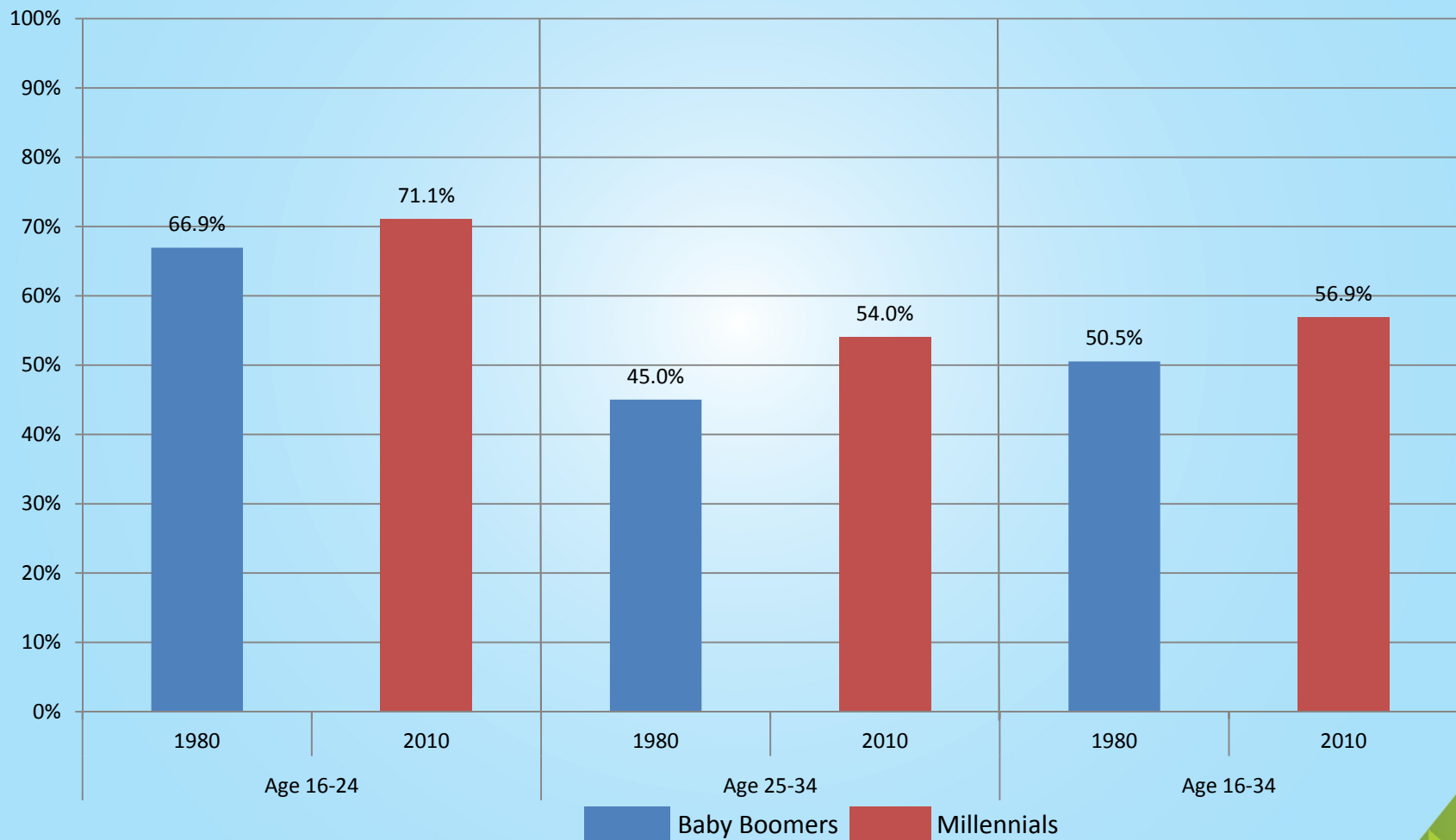
Source: Census 1980, ACS 2008-2012 5 year

# % Renter Households in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

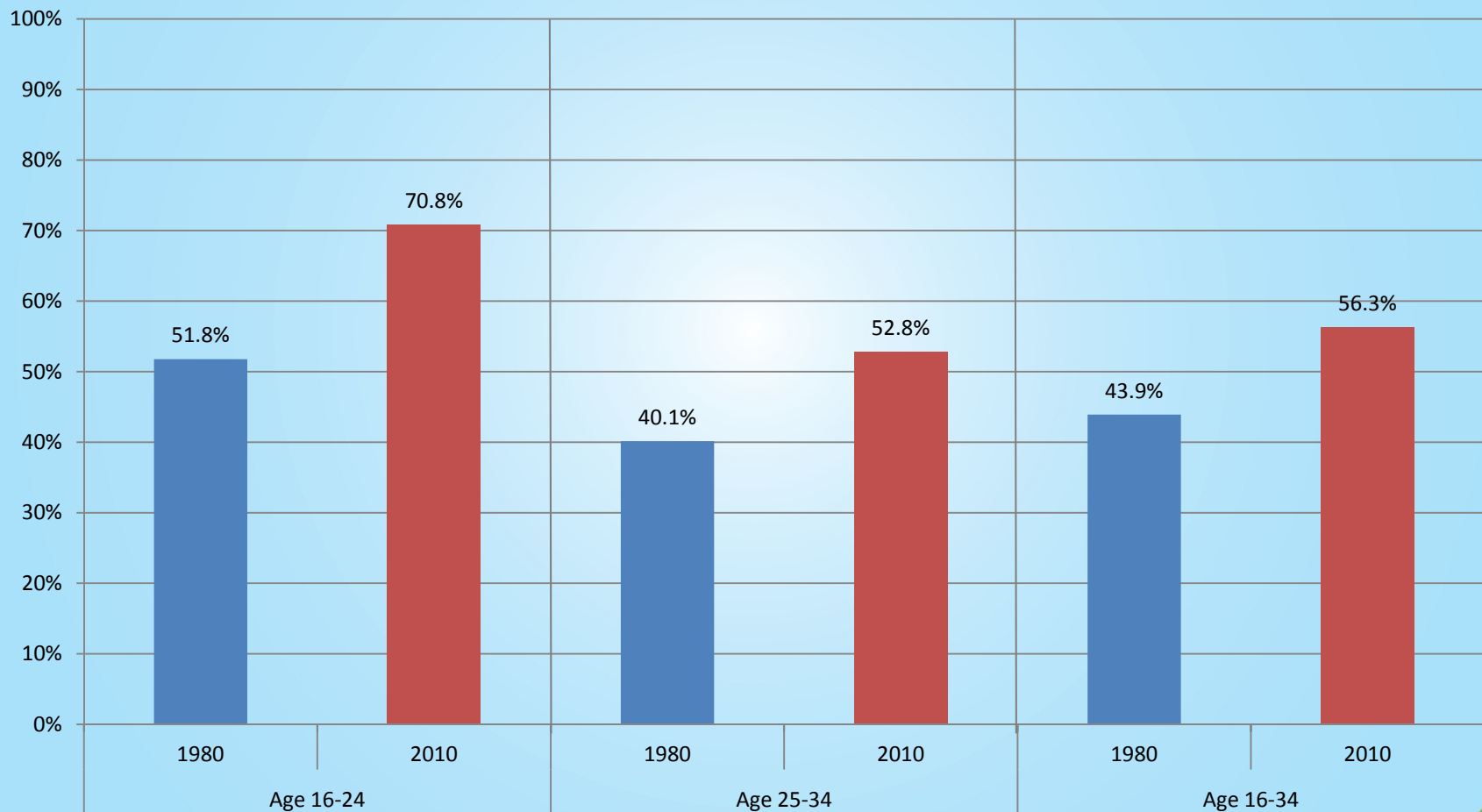
# % Households Living in Multi Family Housing Units in the SCAG Region: Baby Boomers vs. Millennials



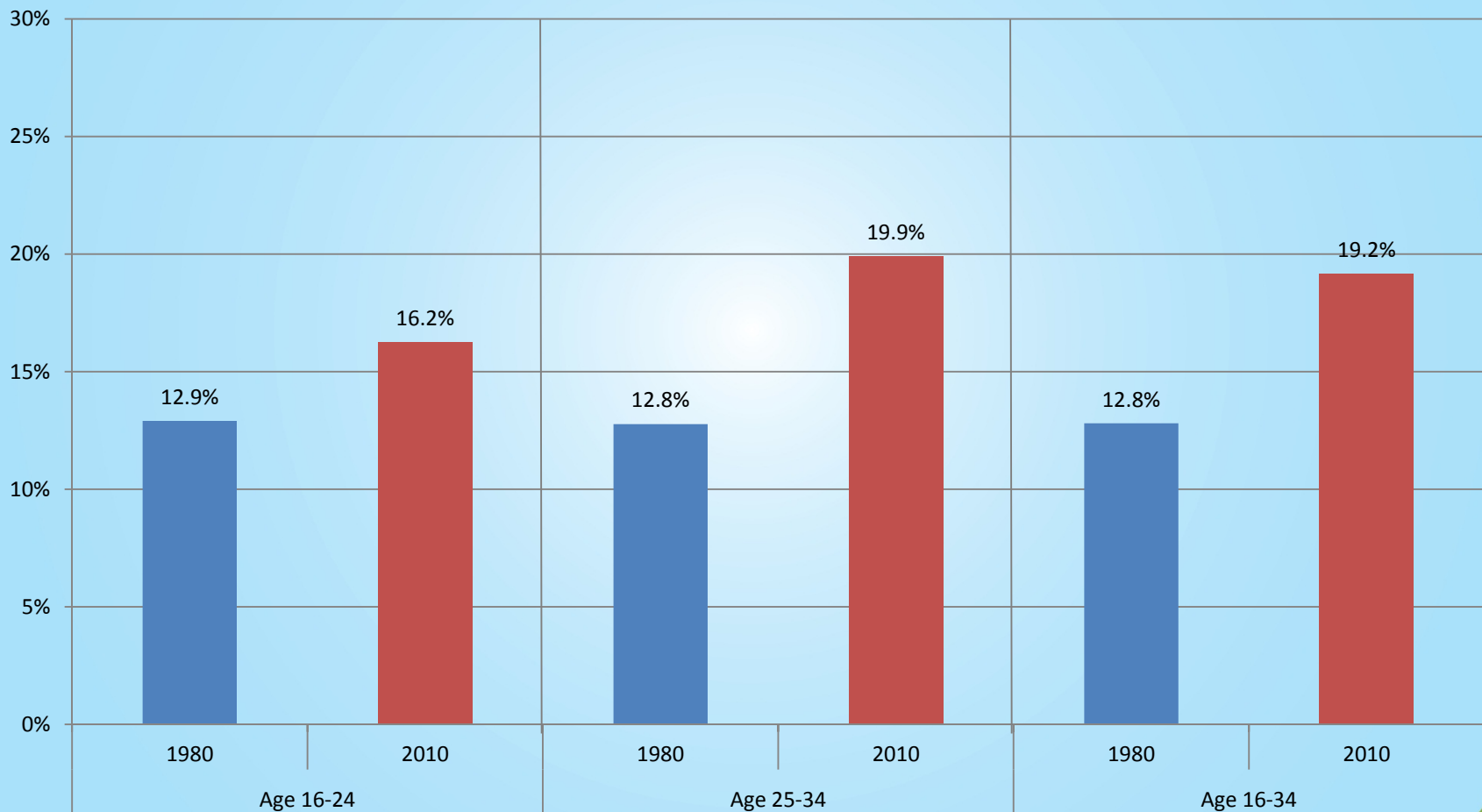
Source: Census 1980 and 2010



# Renter Overpayment (Over 30% of Household Income): Baby Boomers vs. Millennials

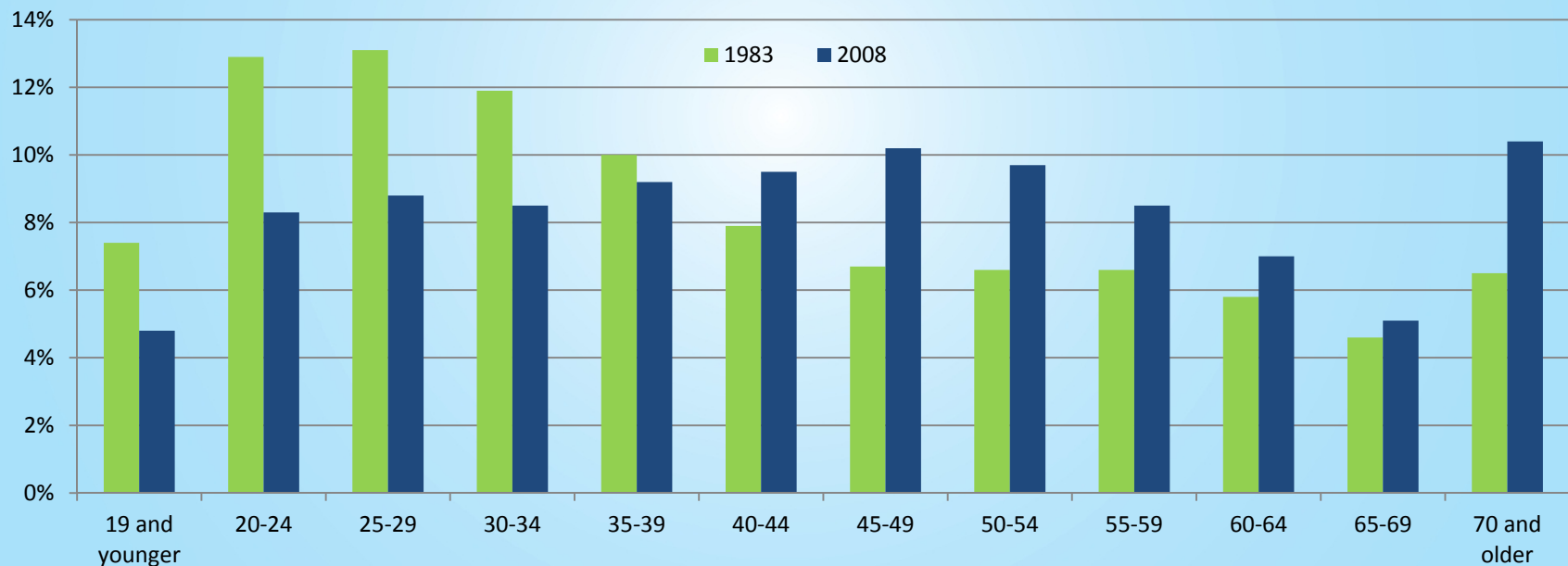


# Renter Overcrowding (1.01 persons or more per room): Baby Boomers vs. Millennials



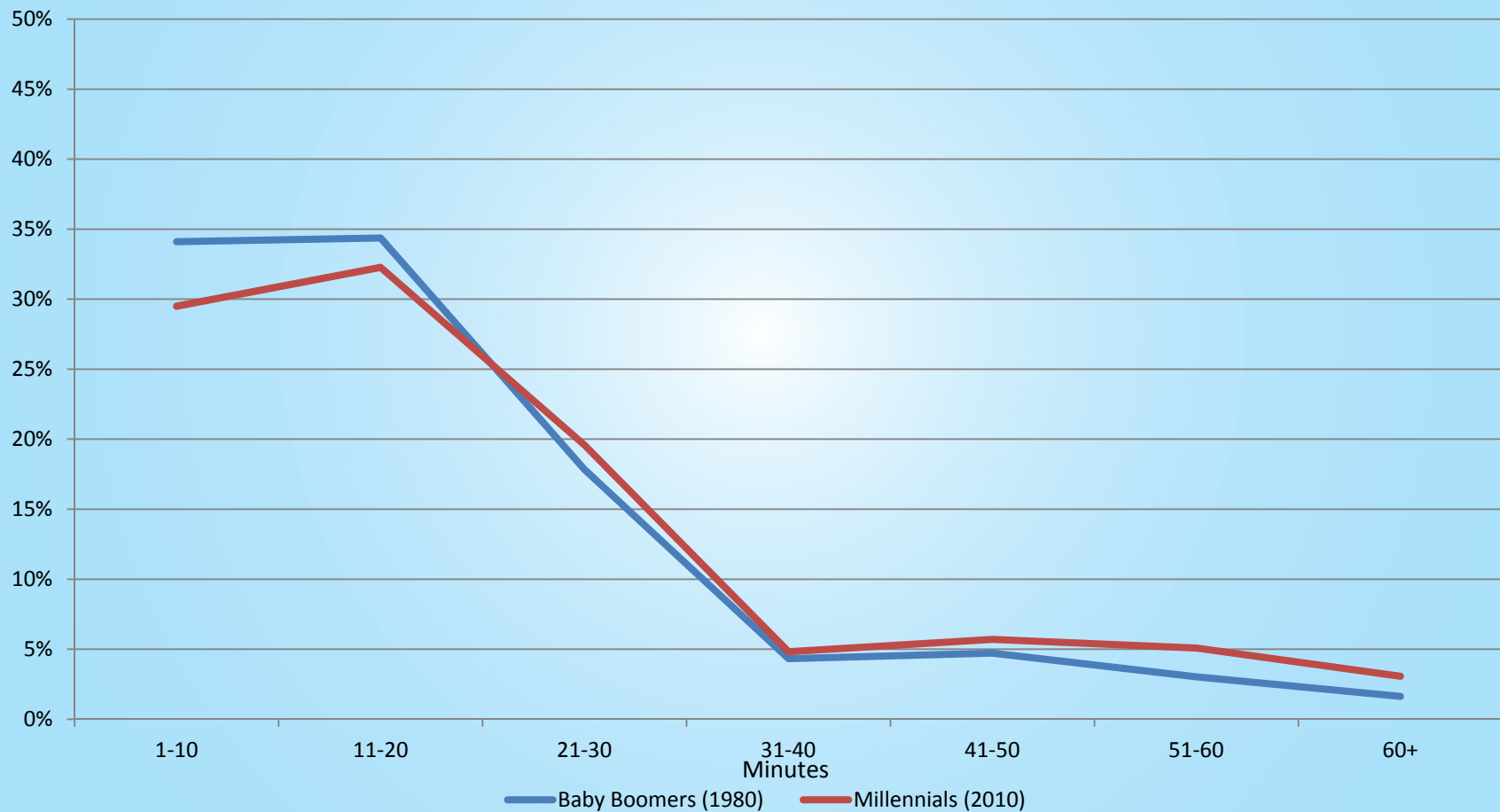
## U.S. Drivers (by age group)

In 1983, 19-year-olds were a bigger percentage of all drivers than those 70 and older. By 2008, 19-year-olds were less than half the percentage of the driving population represented by those 70 and older.



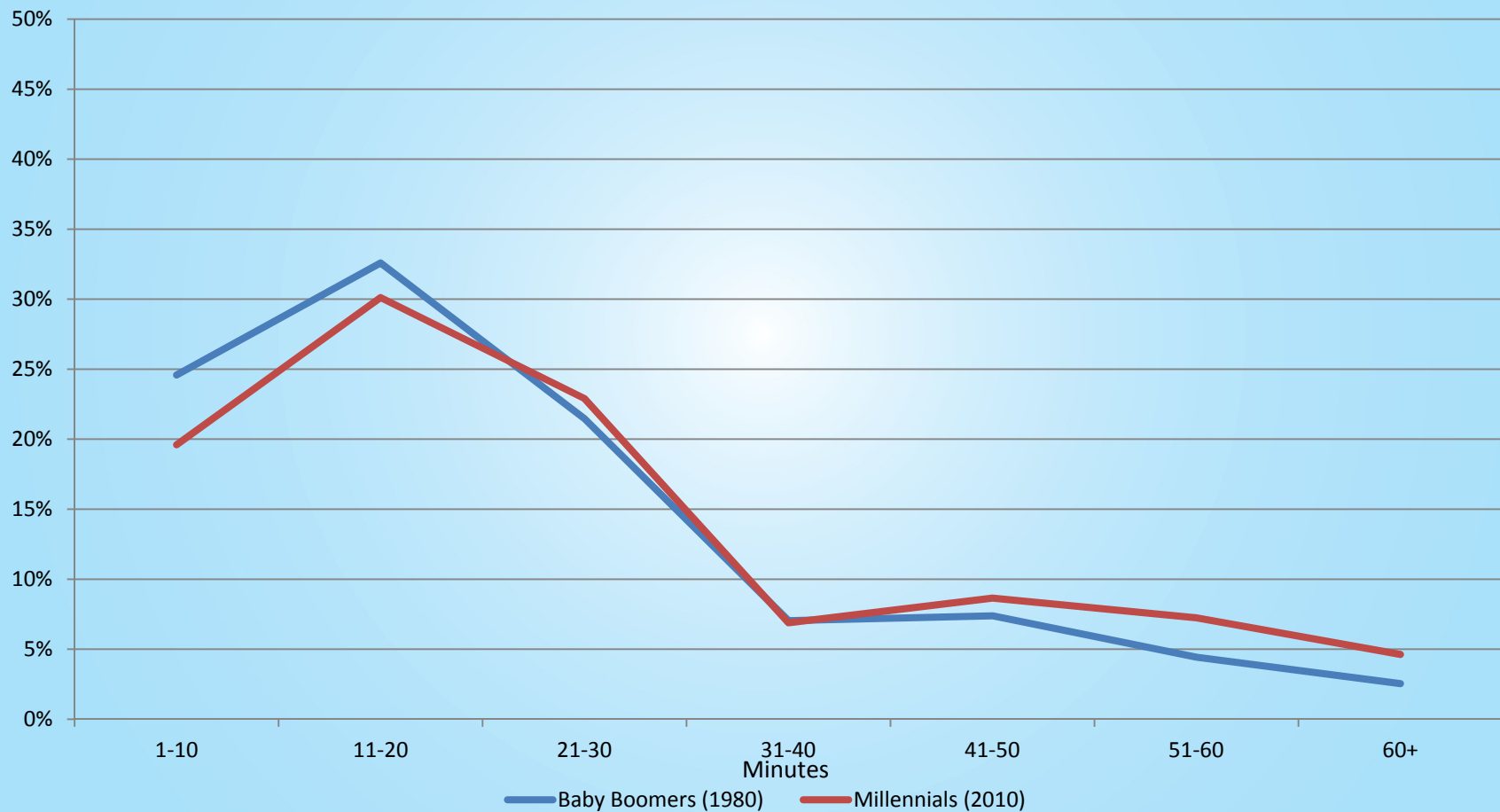
Source: University of Michigan Transportation Research Institute  
MOSES HARRIS/DETROIT FREE PRESS

# % Travel time to Work for age 16-24 in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

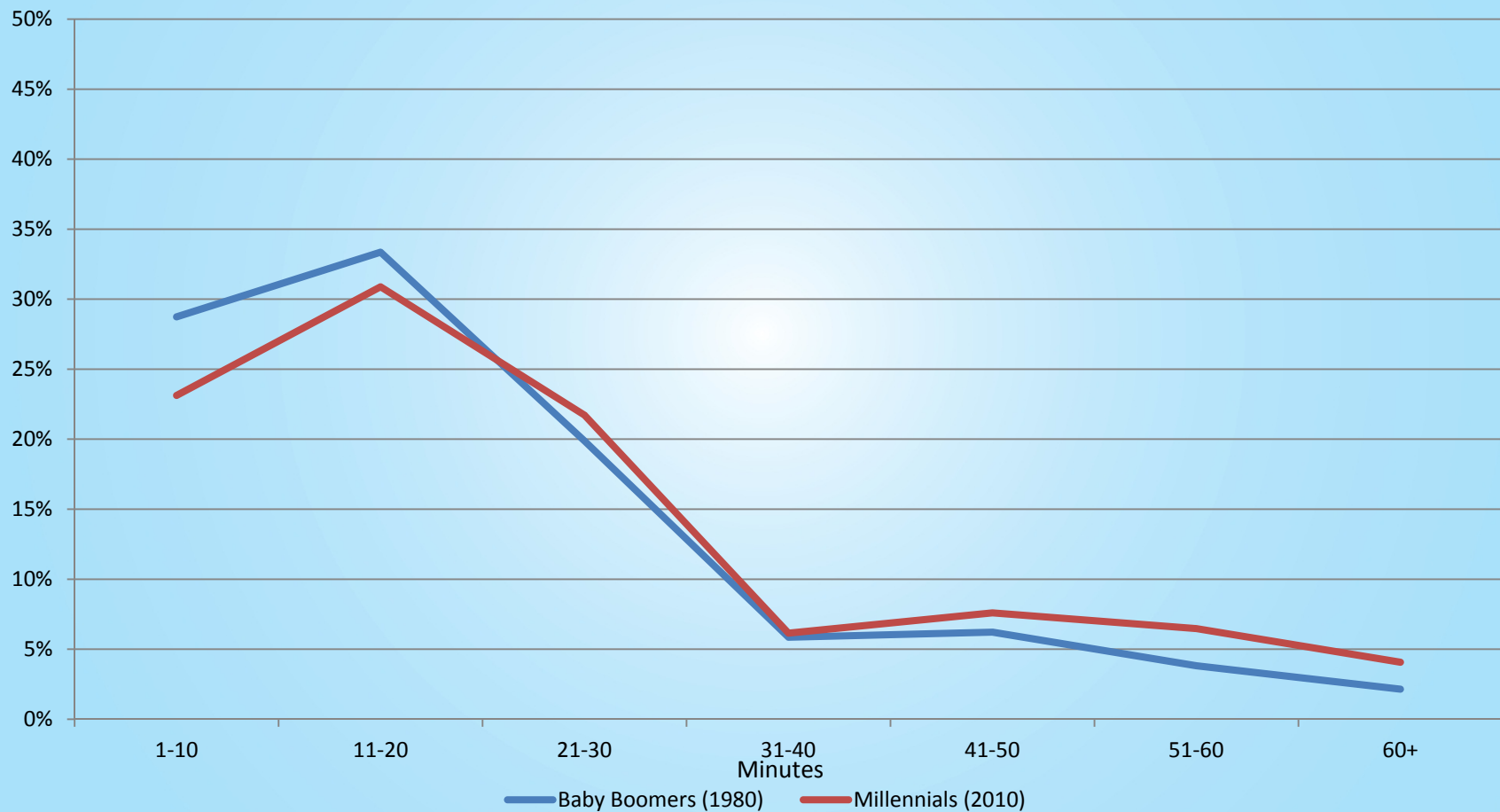
# % Travel time to Work for age 25-34 in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

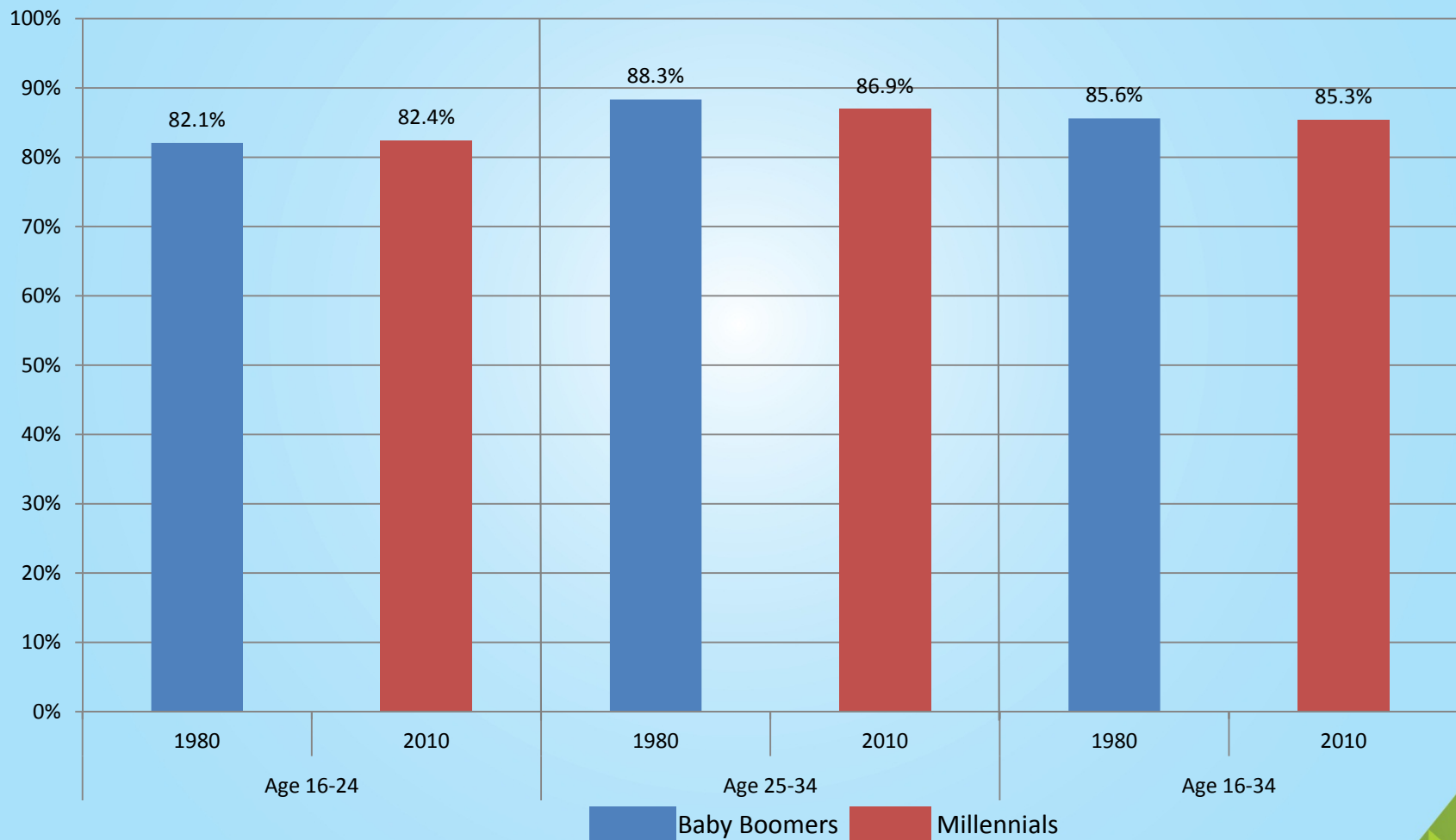


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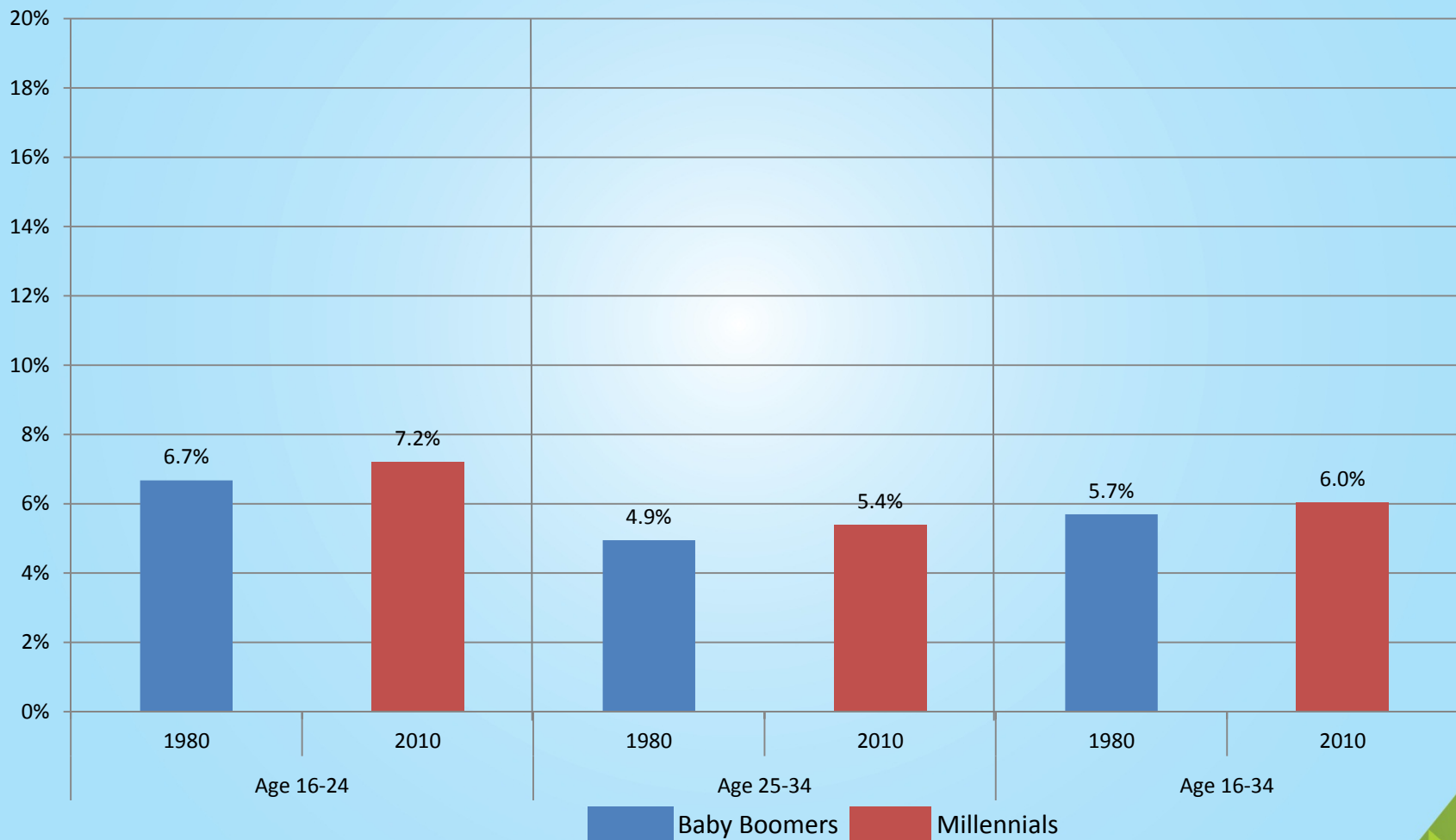
Source: Census 1980, ACS 2008-2012 5 year

# % Car, Truck, or Van as Means of Transportation to Work in the SCAG Region: Baby Boomers vs. Millennials



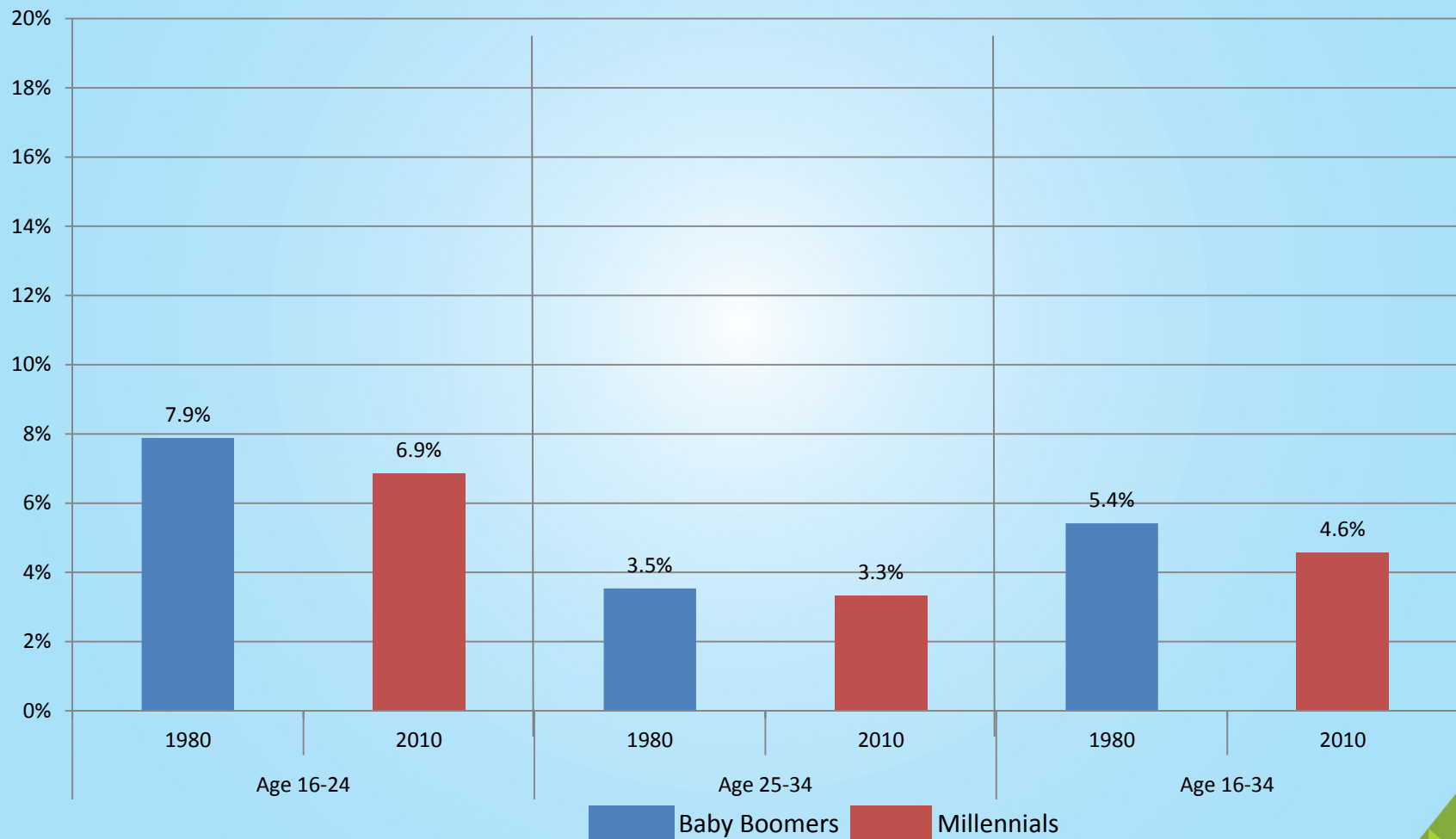
Source: Census 1980, ACS 2008-2012 5 year

# % Public Transit as Means of Transportation to Work in the SCAG Region: Baby Boomers vs. Millennials



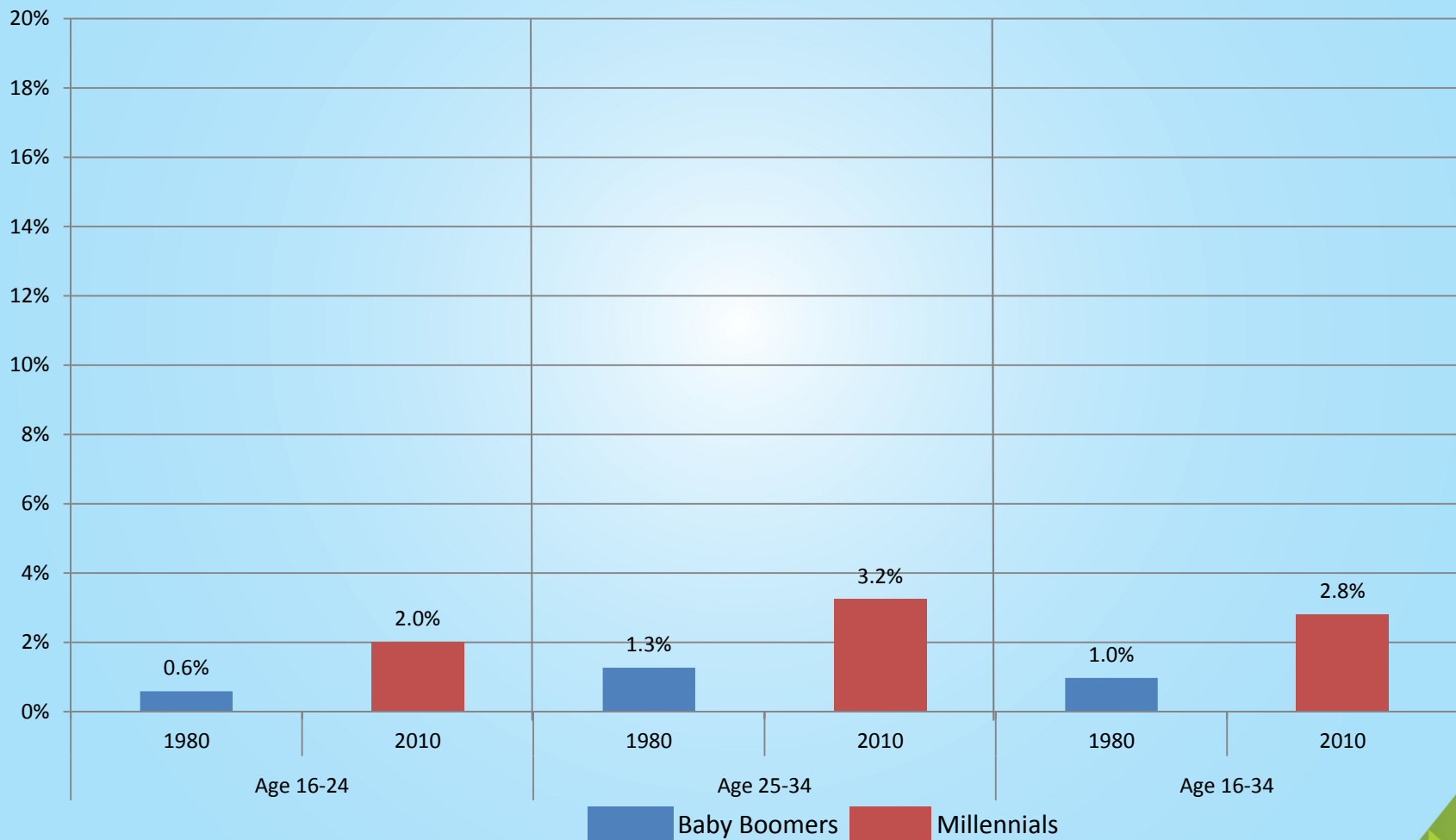
Source: Census 1980, ACS 2008-2012 5 year

# % Walk/Bicycle as Means of Transportation to Work in the SCAG Region: Baby Boomers vs. Millennials



Source: Census 1980, ACS 2008-2012 5 year

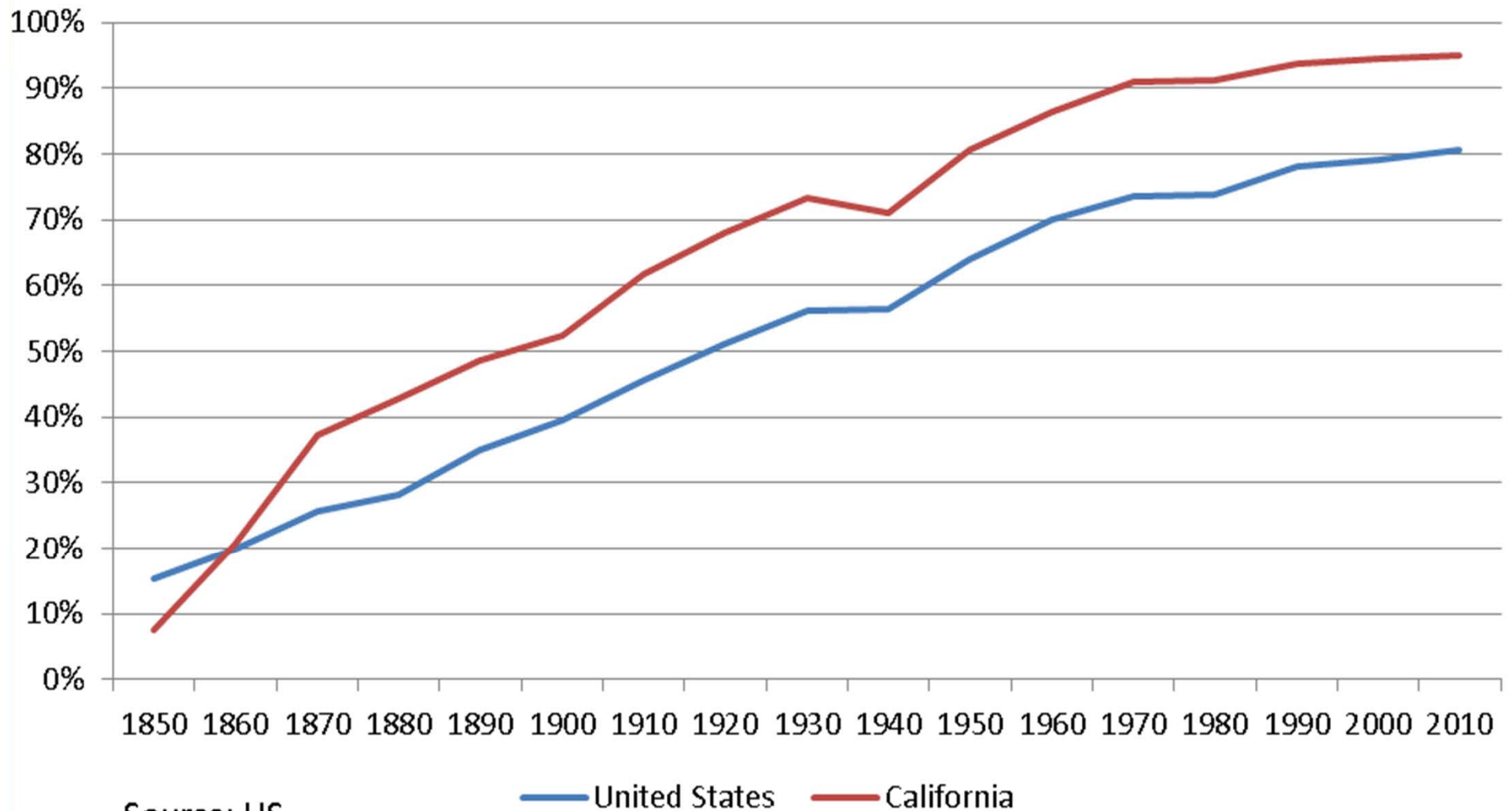
# % Work at Home as Means of Transportation to Work in the SCAG Region: Baby Boomers vs. Millennials



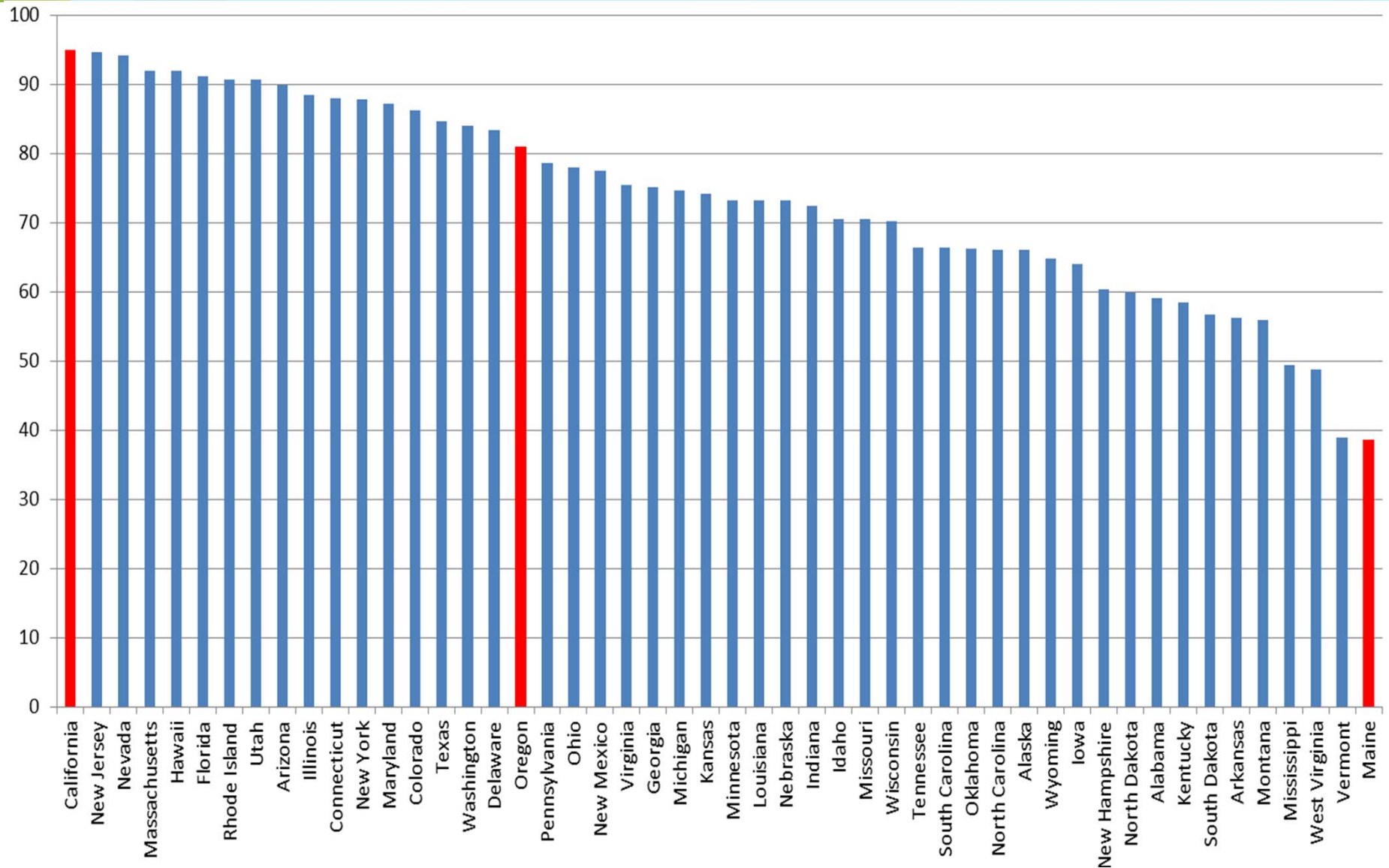
Source: Census 1980, ACS 2008-2012 5 year



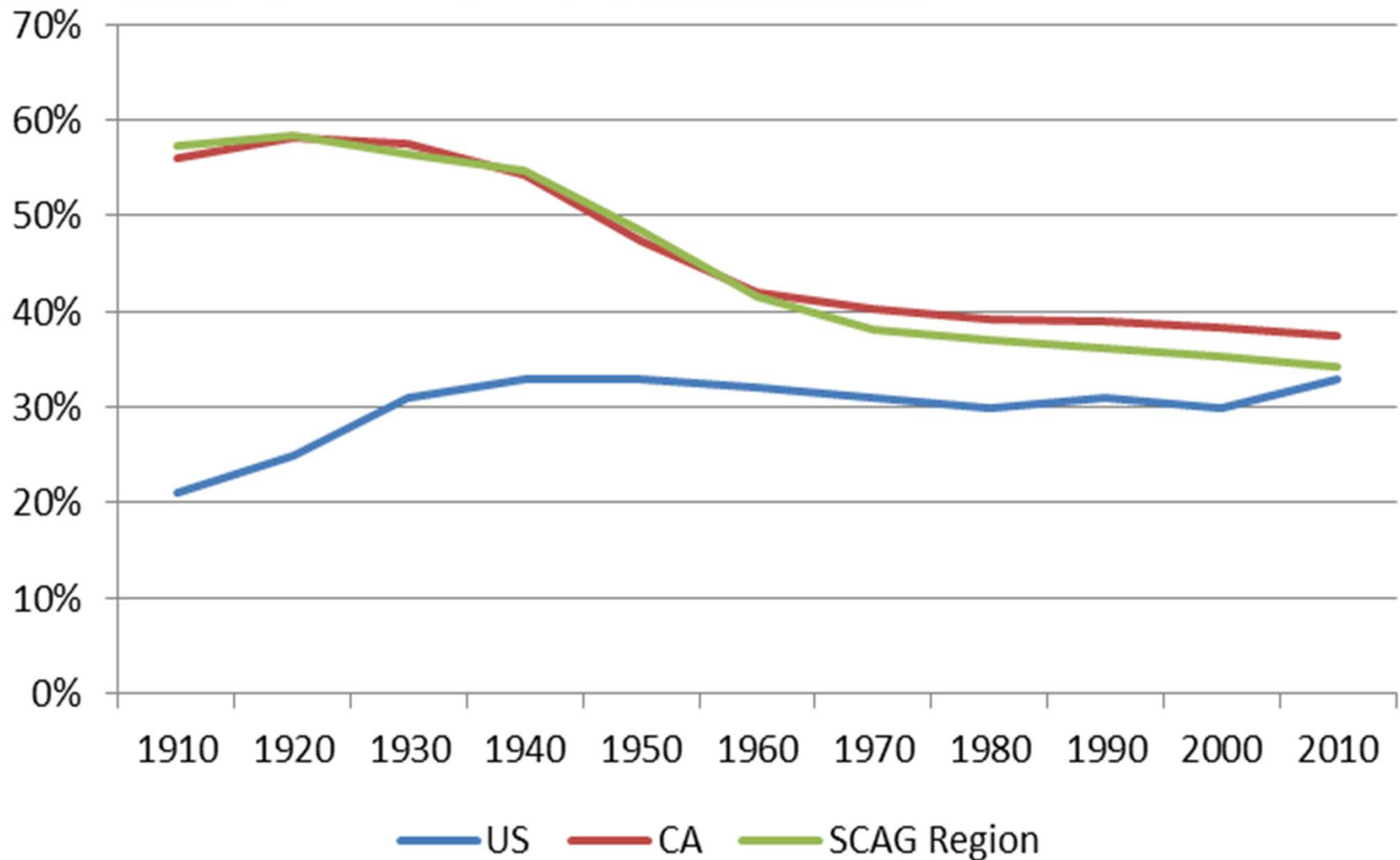
# Urban Population as a % of Total Population: US and California, 1850-2010



# Percentage of Urban Population by State, 2010

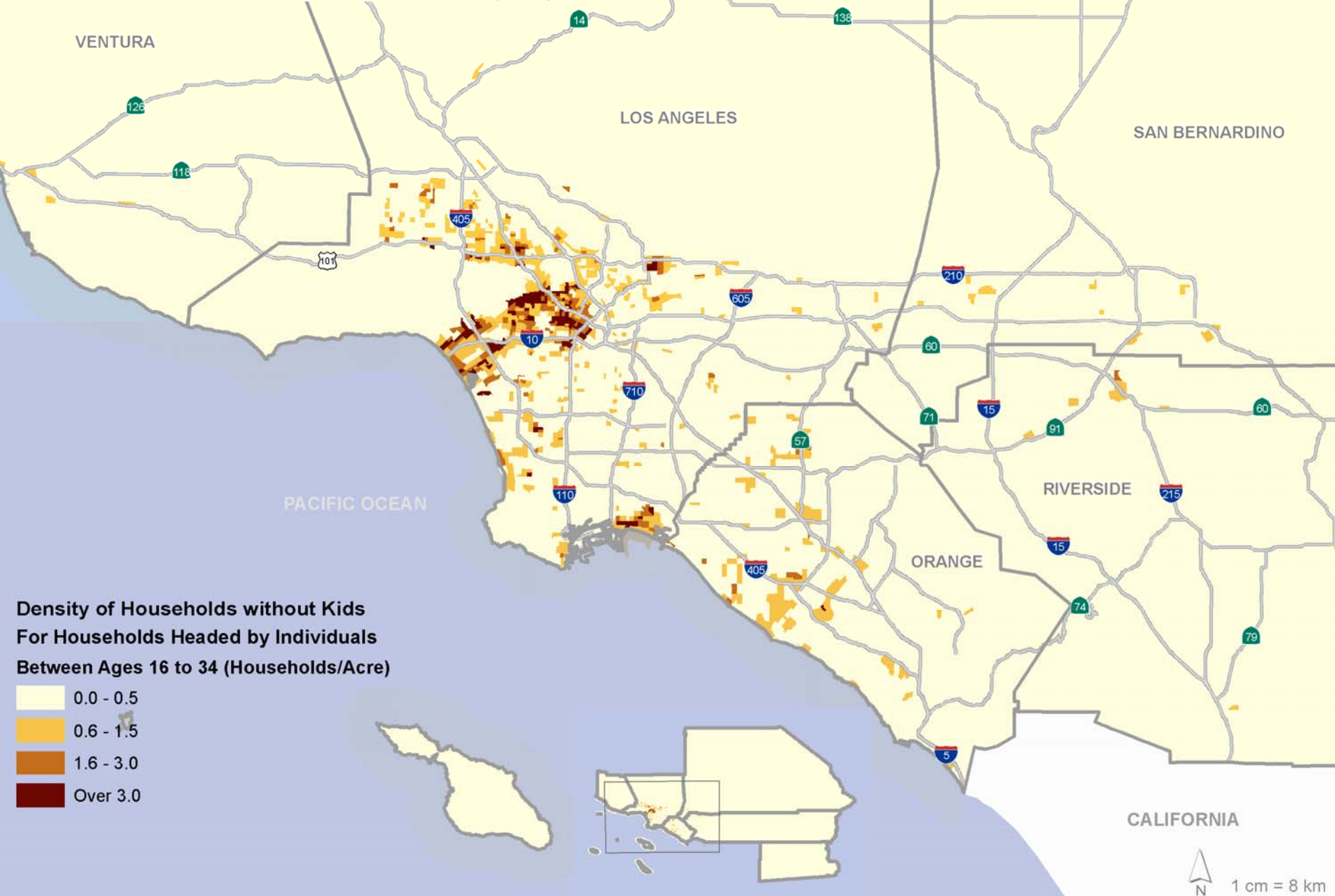


# Percentage of Central Cities' Population in the US, California, SCAG Region, 1910-2010



# DENSITY OF MILLENNIAL HOUSEHOLDS WITHOUT CHILDREN

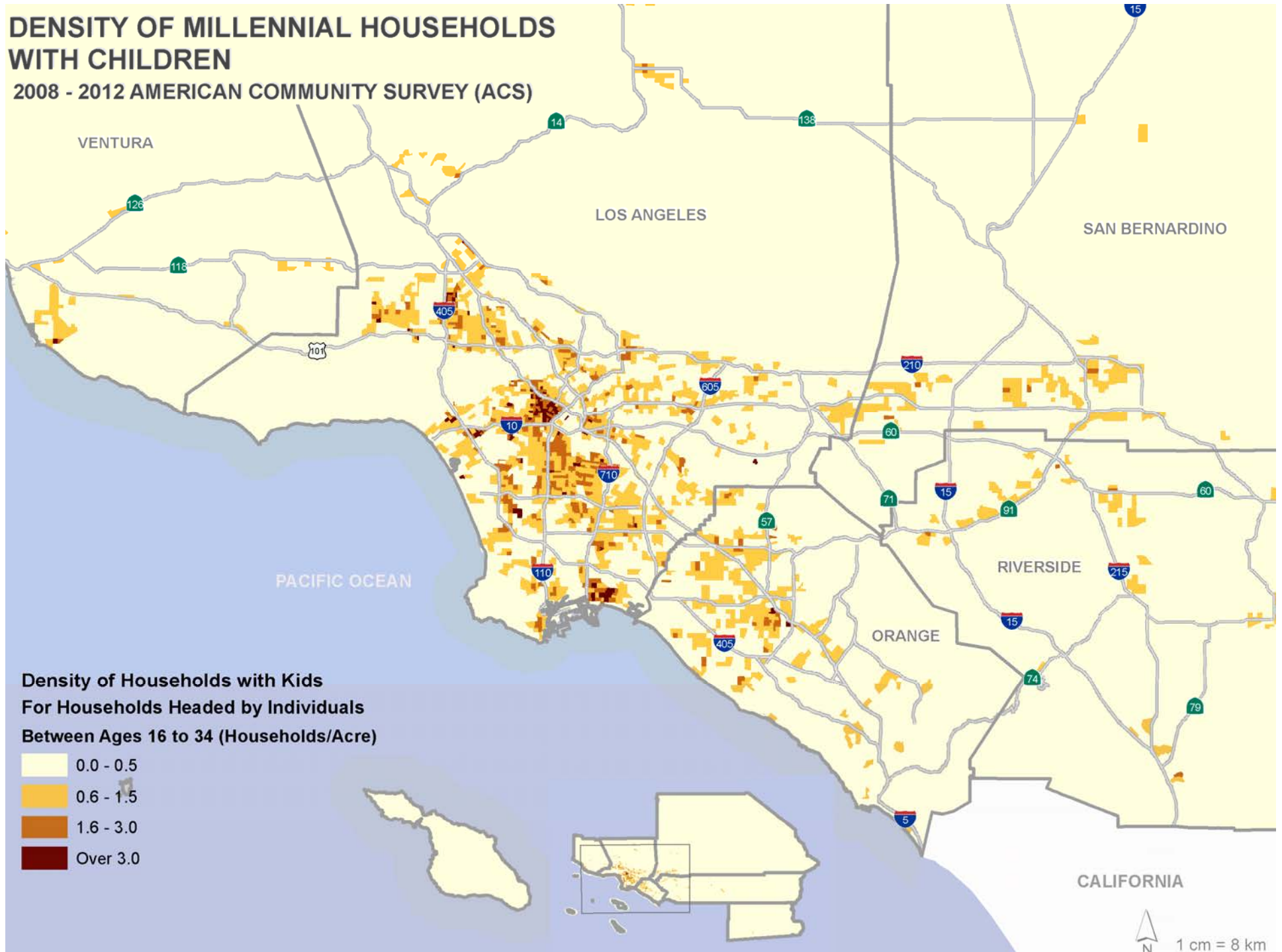
2008 - 2012 AMERICAN COMMUNITY SURVEY (ACS)





# DENSITY OF MILLENNIAL HOUSEHOLDS WITH CHILDREN

2008 - 2012 AMERICAN COMMUNITY SURVEY (ACS)



# Maturing Millennials and Regional Planning

- Job Prospects
- Suburban Growth and Land Use
- Housing
- Transportation

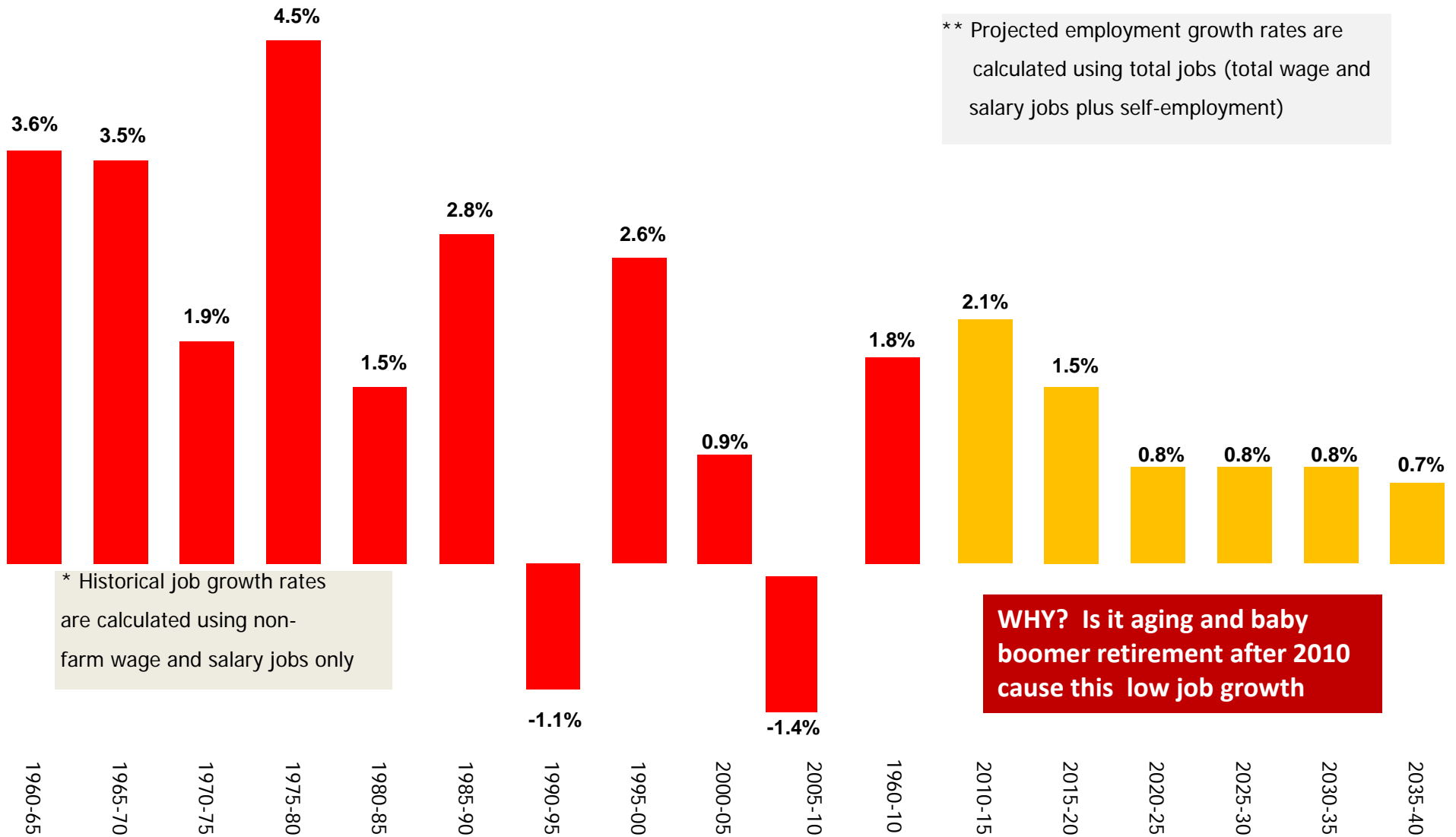


# Uncertain Preferences of Maturing Millennials: Temporary vs. Enduring

- Travel fewer miles and make fewer trips
- Less interested in car and homeownership
- Favor towards low-travel urban lifestyles with emphasis on walking, cycling, ride-sharing and transit



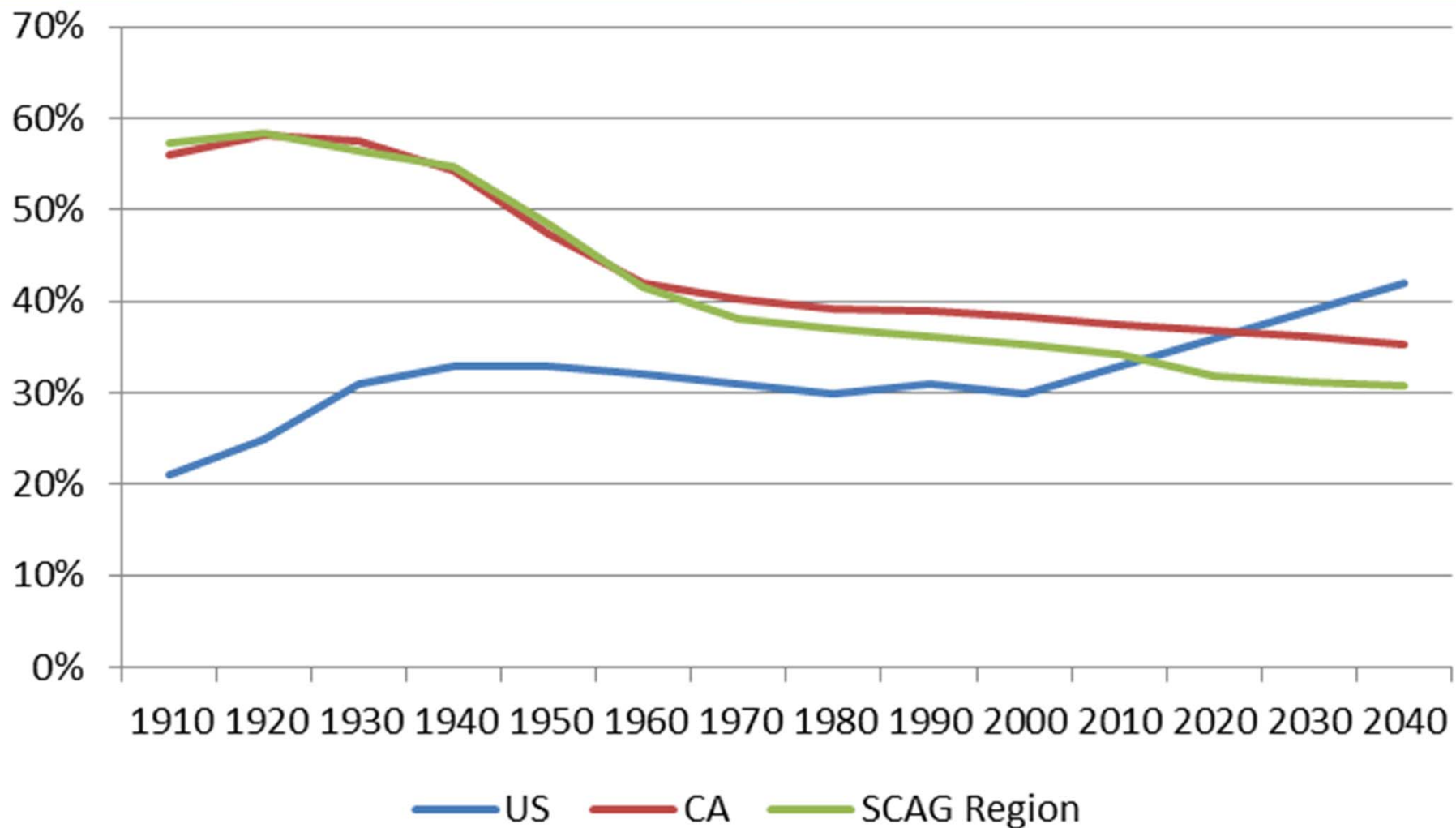
# 2012-2035 RTP/SCS: Job Prospects



# Planning Emphasis of 2012-2035 RTP/SCS: Suburban Growth and Land Use

- Suburban growth continues while the focused growth is promoted through TOD.
- A typical TOD tends to be compact, mixed-use development near transit facilities and tends to maintain high-quality walking environments. The most direct benefit of TOD is reduced driving and per capita VMT.
- SCAG's SCS encourages TOD by focusing the future housing and employment growth near the stations in HQTAs during the planning horizon. For example, a 61% increase in housing stock is expected within a half mile of transit stations in HQTAs, while there is a 26% increase in housing stock in the SCAG region. Housing units and jobs within a half mile of transit stations in HQTAs grow 2.5 times as fast as the overall housing and job growth in the SCAG region (CARB, 2012).

# Central Cities' Growth in the SCAG Region, 1910-2040



Note: US and California percentage of central cities' population for 2010-2040 is based on extrapolation of 2000-2010 growth.  
Source: SCAG, 2012-2040 RTP/SCS Growth Forecast, April 2012.



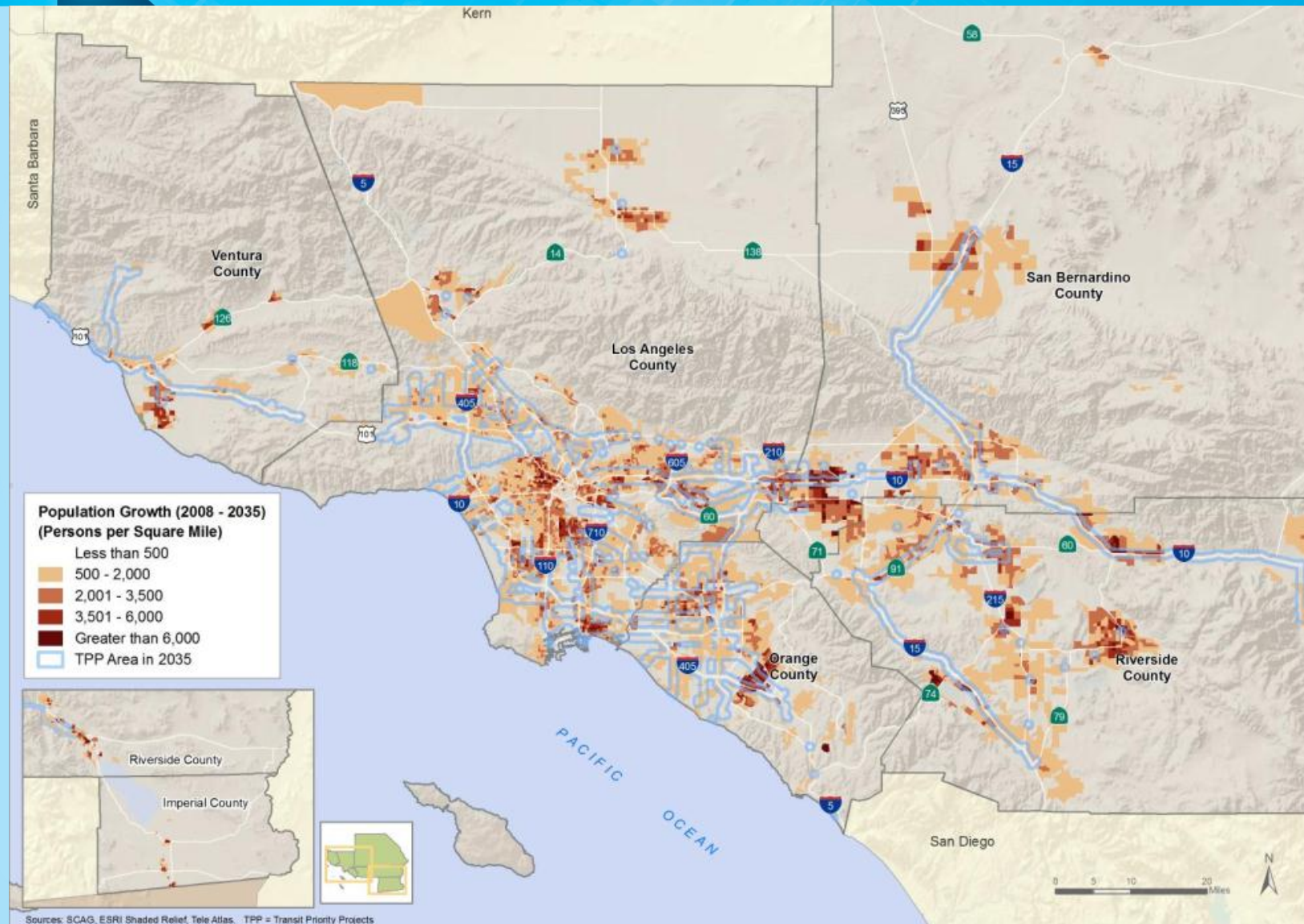
# Planning Emphasis of 2012-2035 RTP/SCS: Focused Growth Areas



Sources: SCAQ, ESRI Shaded Relief, Tele Atlas

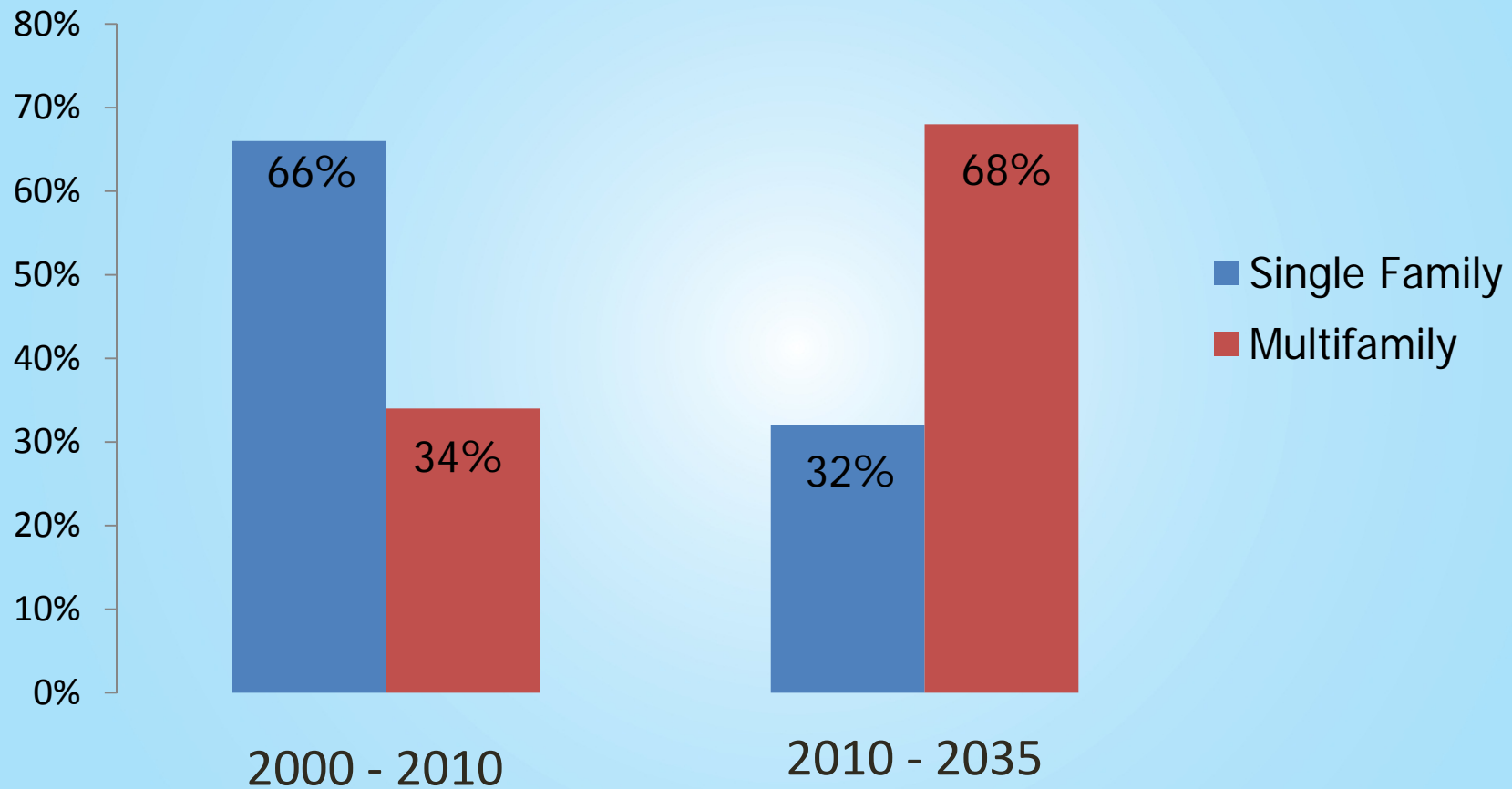
# Population Growth 2008-2035

(Persons per Square Mile)





# Planning Emphasis of 2012-2035 RTP/SCS: Housing Type



# Planning Emphasis of 2012-2035 RTP/SCS: Transportation

- Public transportation is an important investment focus in the RTP/SCS. RTP/SCS plans to spend \$246 billion of a total funding of \$524.7 billion for public transportation during the plan horizon.
- It accounts for 47% of a total funding. In particular, managing transportation demand is a major and renewed emphasis of the SCS.

# A Regional Transit System

## Rail Transit Investments, Today





# A Regional Transit System

## Rail Transit Investments, 2035



# Planning Emphasis of 2012-2035 RTP/SCS: Transportation

- **Active transportation**, such as bicycling and walking, is a cost effective strategy to reduce road congestion, enhance public health, and improve air quality.
- The RTP/SCS plans to spend \$6.7 billion of a total expense of \$524.7 billion for the RTP/SCS. This accounts for 1.3% of total expense for RTP/SCS and showed a \$4.9 billion increase from the 2008 RTP.



# Network/On-Demand Transportation Car and Bike Sharing





Thank You

